

STAGE
SCREEN

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Only Theatrical Newspaper on the Pacific Coast

INSIDE FACTS Of Stage and Screen

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No. 8

SHOW-FOLKS IN POLITICS

35,000 IDLING DUE TO SLUMP IN SHOW 'BIZ'

An estimate of the unemployment situation in Hollywood and Los Angeles indicates that there are more than 35,000 theatrical workers of both stage and screen out of work.

While the conditions are way below the average, even considering the last year's Equity strike, there is no agitation nor feeling of unrest among them. They are taking the hardship philosophically, but meetings are being planned to consider immediate relief.

Musicians' union with a membership of 4200, reports that about one-third of members are working, or 2500 idle at this time.

There is some slight relief indicated with the opening of stage shows at the Paramount next week, and some of the suburban theatres have signified an intention to install small orchestras of five or six men.

Also Business Agent E. L. Smith reports several golf courses planning to use small combinations, but the indicated business is not enough to be particularly heartening, considering that closing of the Bowl next week will release 100 members for the idle list.

However, bad as the condition is, Smith states that their situation here is far better than that of any other city in the country. A meeting is to be held late this week for a consideration of the entire situation, but no difficulty nor agitation on the part of the membership is anticipated.

The stage hands' union, while not able to give exact figures, estimated from the number of theatres that are dark, that conditions closely follow those of the musicians.

The most interesting situation exists at the Central Casting Office. Their placements during the past three months have been normal; that is June, 23,038; July, 28,543, and August, about 20,000. These are formidable figures, but they represent that many people, who may have received a day's employment each.

The Casting Office has 17,000 enrollments. During the silent days, an extra who was a distinct L-type might be available for 20 different roles. Today, he can only be used in proportion to the number of languages he speaks.

If a French or Russian mob is required, the colonies are prevailed upon to supply them. Of the 200 (Continued on Page 15)



RUBE WOLF
MASTER OF CEREMONIES
LOEW'S STATE, LOS ANGELES

HELPS END WAR

NEW YORK, Aug. 20.—M. E. Comerford, president of the Camerford Theatre Enterprise and a national director of Motion Picture Theatre Owners' of America agency, was largely responsible for readjustment of differences between anthracite coal mine operators and miners, it was made known this week.

KEN RIDES IN RODEO

Ken Maynard will participate in the forthcoming rodeo and round-up at Pendleton, Ore., he announced at a luncheon at the Santa Monica Breakers Club.

LEVY TO OPEN ANOTHER CAFE

Al Levy, famous L. A. restaurateur, is returning to Hollywood. Construction on a new building started this week to house the film colony branch of this oldest of local food purveyors.

The site is adjoining the Hollywood Plaza Hotel on Vine street, near Hollywood boulevard, across the street from the Brown Derby and a stone's throw from Henry's.

Harry Tierney, RKO composer, anticipates an early New York vacation.

VENTURA HAS MEET

VENTURA, Aug. 20.—More than 25,000 visitors are expected at a meeting of the Moose Conclave and Carnival here on August 30-31, and September 1. More than \$8000 will be spent in decorating the city, Mayor Randall announced.

REMODEL CAMPBELL

The Campbell Apartments, old theatrical domicile in Los Angeles, has passed into the hands of the Hellman banking interests and is being completely remodeled.

SCREEN, STAGE VOTERS' LEAGUE NOW ORGANIZE

At a meeting of the National Stage and Screen Voters' League held last Wednesday, James Rolph, Jr., was unanimously endorsed for governor at the coming primaries.

The National Stage and Screen Voters' League, suggested a year ago in the columns of this paper, has sprung into existence in Hollywood.

Realizing the necessity of solidifying the 150,000 or more voters controlled by the amusement trades in this city, and in view of the agitation which certain politicians are nurturing by using the theatrical interests as their objective, the advisability of forming an organization, which is non-partisan in its character and interested primarily in protecting the best interests of the stage and screen folks was apparent.

The League announces that the basis of activities will be to support Personal Liberty and legislation beneficial to the amusement profession, and to vigorously oppose legislation or other action inimical to the stage and screen and the people thereof.

Sam Hardy has been elected president, Robert Emmett O'Connor, first vice-president, and Charles Miller, executive secretary.

The League is composed of membership from all the branches of show business, and already several thousand of the clan have enrolled. There is no initiation charged, although small dues will be exacted to meet expenses.

It is stated that the necessity for an organized vote of amusement interests exists in most of the large cities of the country, and offices and organizers will be sent to those cities so that by next national election time, the League will be nation-wide in its scope.

One of the principal matters which it is pledged to oppose is the censorship efforts, which is being made in many communities against the stage and screen production and the arresting of the casts of shows alleged to be objectionable and the persecution of actors and actresses for various reasons by publicity seeking officials.

In the present primary election the first action of the League was to endorse the candidacy of Millard M. Golden for Republican Hollywood Assemblyman in the 55th District and Senator Chas. W. Lyon.

(Continued on Page 2)

YOU'LL SEE IT IN FACTS

FRANKLIN ON BABY GOLF OFF

GOLF 'HAZARD' WHEN IT RAINS, FRANKLIN SAYS

There is always someone to present an alibi for bad business. Latest calamity howl at the slump of show business has been directed to the popularity of the miniature golf links that have been springing up in great profusion during the past couple of months.

That these have taken a number of patrons away from the theatres seems a natural conclusion but whether it has been sufficient to make an appreciable indent on the boxoffice is a question.

Perhaps the man most interested in the effect of the so-called golf craze is Harold B. Franklin, president of the Fox West Coast chain of theatres. His company operates the vast majority of theatres on the coast and his observations on the subject are very poignant to the conditions existing.

In a letter recently, Franklin stated at some length his conclusions on the effect of the golf epidemic upon show business generally.

There has been a great hue and cry about miniature golf courses affecting attendance at the talking picture theatres," said Franklin.

"The sheer number of miniature golf courses is a by-product of the amusement business and as such we find it an interesting experiment. When the business is at its height we purchased, and built several courses. We wanted to observe the reaction of the public to this new hobby.

"Our study has taught us just this: miniature golf is a business upon novelty and weather. The first courses, ordinary in construction and with few hazards, flat and uninteresting, are deserted by the public and practically are abandoned by their owners.

"The new and beautiful courses, costing thousands, are being patronized by the youngsters in the daytime and by their elders at night, dependent upon weather.

"Personally, I believe miniature golf will have more than a short life. I believe that the smart course owners will take care of drainage and protection of their patrons when winter comes in California, but as far as its being a means to the success of motion picture theatres, that is a loss.

"Miniature golf is a good thing. Anything that keeps a mind active and clean is good.

"Fox West Coast Theatres operate more than 500 theatres between Canada and Mexico, the Pacific ocean and the Mississippi river, and I am sure we can prove by statistics that there are a thousand people comfortably seated in a talking picture theatre to every one that patronize miniature golf.

"Miniature golf is not a hazard to show business. It is a by-product and, not a very important one, at that. We are interested. We will continue to be just as long as the public finds interest in golf.

"When the time comes that we find golf is growing, instead of waning, as it is, we will enter golf seriously. Right now the motion picture industry has nothing to fear from miniature golf."

LAZARUS TAKES STRAND HOUSE

Strand Theatre, Long Beach, Cal., has been taken over by Lazarus Vinnicoff, who operates a chain of houses in this territory.

Frank E. Johnson, resident manager, announces a straight policy of five acts of independent vaude and first run independent pictures, with a weekly change. The house is running a 15-cent bargain matinee from 1 to 1:15 and is lining them up and down the pike.

It is reported to have the only free theatre parking concession in that city. Twelve thousand dollars has been spent for a complete new installation of the latest Western Electric sound equipment. A "Strand Theatre Candy Bar" has been placed on sale in each city, with two free tickets in each box.

Off-Time Map Is Bug-a-Boo Of Song Team

"Off Rhythm" dancing is on the wane. The tricked up tap routines are clever and difficult to execute; but to the untrained ear of the average audience, the dancer seems to be out of time.

Popular harmony singing teams shy away from minor key arrangements because the average layman thinks that they are off key when they drift into a minor chorus. The same goes for the "off rhythm" dancing, created by the colored hooker. The tricky time tapping has been enjoying a prolonged run, and the studios have been mopping up with instructions to the professional dancers.

Among the exponents of "off rhythm" are Jack Lester, who formerly was with Larry Cellulos; and Ed Chaney, Fanchon and Marco dancer.

WARNERS WIN RACE FOR SITE

Permission has been granted for a new theatre to be erected on the corner of Wilshire and Western for Warner Brothers.

For many years, there has been a scramble for this corner on the part of Fox, Orpheum and others who realized the desirability of a theatre in the Wilshire district. The location has been long kept under zoning restriction. The difficulty of the Windsor Square Theatre to run regular professional performances in the face of protests has kept the big ones from taking the risk.

Warner Brothers, however, were able to secure the permit for the owner, Marie J. Pellissier, and a \$2,000,000 office building, and theatre will immediately start into construction.

WOOLF SELLS PLAY

Edgar Allan Woolf, at present engaged as writer for First National Studios, has received word from David Belasco that "Argentin," the play he completed before coming to Hollywood, will shortly make its appearance on Broadway, featuring a new star. The play was originally intended for Lenore Ulric.

SCREEN, STAGE VOTERS' LEAGUE

(Continued from Page 1)
Golden is a nationally known attorney and civic leader who has announced a stand for lower taxes and assessments. He has been closely associated with stage and screen folks for years and is familiar with their problems.

Members of the League are much incensed over the broadcast statement of a certain reformer, who in criticizing the gubernatorial candidate of Mayor Rolph of San Francisco, stated in effect that Rolph's chief qualification for the job was to dress up and entertain prominent actors. It is said that as a result of this attack, the League will endorse Mayor Rolph at its next meeting.

COTTON CLUB BOYS FETED

As a tribute to the extraordinary reception accorded Duke Ellington and his "Cotton Club" orchestra, since their arrival in Hollywood to appear in the Amos and Andy picture for RKO, Irving Mills, owner and general manager of the orchestra, arranged an elaborate dinner and dance for the exponents, artists, directors and others of prominence from the RKO Studios.

The affair was staged on Thursday in Coconut Grove, at the Ambassador Hotel, and presented Duke Ellington and his orchestra in their first public appearance in Hollywood.

The premiere of the band was looked forward to by many and afforded the motion picture celebrities who attended an unusual and entertaining evening.

BERNIE TO LEAVE

Ben Bernie will terminate a successful engagement at the Roosevelt Hotel to reopen the renovated college Inn at Chicago with his orchestra October 1. It is reported that Bernie and his orchestra have been signed to an exclusive 10-year contract by the Music Corporation of America.

"LYSISTRATA" SLATED

"Lysistrata" by Aristophanes is slated to follow Pauline Fredericka in "The Criminal Hour" at the Belasco. There will be 83 in the cast, according to the information.

Marco Buying Big Pay Acts For Long Trip

Impression exists in the East, especially in some quarters, that Fanchon and Marco do not pay an act as much as other circuits. This is because in the old days they were forced to buy their talent cheap in order to meet cost conditions.

Now that they have grown to their present importance, however, they can meet—and in many instances are meeting their opposition with high-salaried talent.

In mentioning just a few acts that are F and M-ing it, there is Barbo and Mann, Mel Klee, Stroud Twins, Castleton and Mack, Lee Wilmut, Ed and Morton Beck, Joe and Jane McKenna, Doc Baker, Remy and Renora, Master and Gracyna, and many of the other standard big time acts.

FOX OPENINGS GOING STRONG

Harold B. Franklin announces opening of several theatres on Fox West Coast circuit.

In Pasadena, the remodeled and redecored Fox opened August 15, September 1 will see opening of new \$800,000 Fox Wilshire at Wilshire and Hamilton, Los Angeles. On September 5, redecored California Theatre will be opened in Berkeley.

In Centralia, Washington, the new quarter of a million dollar Fox Theatre will make his bow September 10. September 15 will see the advent of new \$250,000 Fox in Stockton.

GRAPEWIN PLAYS PAPA

Charlie Grapewin, stage and screen player, will play the part of Mary Brian's father in Paramount's "Sacred Error." Leon Errol, Richard Arlen and Stuart Erwin also are in the cast.

SIGN "MISS UNIVERSE"

Fanchon and Marco have signed "Miss Universe" who won the title at a recent beauty contest and also 10 other beauties who will be presented in an Idea typifying the most beautiful women in the world.

PROSECUTION SEEKS DELAY IN FILM CASE

The so-called Federal trial against the alleged motion picture trust which has been hanging fire for the last year and a half came up last Monday only to find the prosecution unprepared to proceed and asked to have the trial set over.

Witnesses from all over the country have assembled to testify for or against the producers involved. The charge is that the defendants have conspired or combined to "force out" certain independent exhibitors who refused to sign agreements having to do with priority rights on first run pictures.

It is regrettable, say both producers and exhibitors, that this matter must come to trial before a criminal tribunal. There certainly was no intent, they claim, to violate the Sherman anti-trust act nor to have their method of operations interpreted as acts in restraint of trade.

Producers and exhibitors involved believed that they were conducting their affairs in an equitable and proper manner, in the best interests of the industry.

They thought that by their manner of booking it would enable them to give better service, they claim, and are convinced that all the parties are heard, a decision in their favor will set at rest the matter which has kept the business in a turmoil since the indictment.

The defendants in the action are: West Coast Theaters, Inc.; Harold B. Franklin, producer and general manager of West Coast; Paramount-Goldwyn-Lasky Corporation; Metro-Goldwyn-Mayer Distribution Corporation; First National Pictures, Inc.; Universal Film Exchanges, Inc.; United Artists Corporation; Fox Film Corporation; Pathe Exchanges, Inc.; Vitaphone, Inc.; Warner Brothers Pictures, Inc.; Vitaphone Company of California, Inc.

GENTLEMAN AL BROOKLYN HIT

According to advice received from Brooklyn, N. Y., "Gentleman Al" Lyons is making good in another tough spot. The Fox Brooklyn Theatre has, for a long time, been a problem for baton wielders. Brooklyn has tried all kinds of masters, but it appears that they have finally hit the bull's-eye with Lyons.

Billed as the "Aristocrat of Music," he is slowly but surely capturing the hearts of Brooklyn theatregoers.

ADDED TO "WHISPERS"

DeWitt Jennings has been added to the cast of Roland West's production for United Artists, "The Bat Whispers," featuring Chester Morris.

WILLS STUDIO PLANS CLASSES

Summer classes at the Wills Studio of Stage Dancing in Hollywood will continue throughout August up to and including Tuesday evening, September 2.

Original plans at the school were to discontinue instruction during the third week of August, but the enrollments have been so heavy, with the attendance constantly increasing, that the school decided to continue the summer classes up to the first week in September.

Class sessions will commence Wednesday afternoon, September 3, and will include instructions in tap, acrobatic, soft shoe, eccentric, waltz, log, social, comedy and ballet.

Wills' assistants for the coming fall season will be Buddy Eson in charge of the ballet, semi-ballet, and musical comedy divisions, and William Ritchey will be chief instructor in acrobatic, soft shoe and tap courses. The entire school will be personally supervised by Wills.

At The Primaries

--- AUGUST 26th ---

RE-ELECT For Judge of the Superior Court

HUGH J. CRANFORD

"The Golden Rule Judge"

A member of the Los Angeles County Bar for the past 45 years

Ten years a Judge of the Justice Court in Los Angeles City

Five years on the Superior Court Bench in Los Angeles City

Loved and respected by thousands of Los Angeles men and women in all walks of life

Mason — Shriner — Elk — Moose — Knight of Pythias — Eastern Star

TO OFFICE NO. 8

A PROVEN FRIEND TO STAGE AND SCREEN

BROTHERS - SAVE MOVIE

BETTER TALKING MOVIE WEEK GETS RESPONSE FROM PUBLIC

An outstanding feature of current picture business is the response the public is giving to "Better Talking Pictures" Week. Most of the theatres are doing much better box office this week than the week just past.

Warner Brothers states that so far both their houses indicate that the business will double this week. They credit it to the fact that better pictures, sans stage shows, is the reason. Their gross at the Downtown last week was \$15,900 with "Scarlet Pages," while they did that much during the first three days of "Goby Dick" now showing.

Out in Hollywood they tilted \$16,300 with "The Matrimonial Bed," while the Joe E. Brown opus, "Top Speed," already has topped that with indications of doing the figure.

Paramount, with William Powell in "For the Defence," wins the week's prize with \$16,500. The Chicago hit Hollywood continues to go strong with "Hell's Angels" in its twelfth week, grossing \$23,526.

Loew's State, with "Song of My Heart," finished with \$21,977, but is recovering strong with Constance Bennett in "Common Clay."

Carthay Circle is having a little trouble holding with "Kidney," comparatively speaking. The first week grossed \$21,977—a few grand less than it deserves.

Six days at the Criterion drew \$19,584 for Joan Crawford in "Our Bisharing Brides."

United Artists had a bad week with Cyril Maude in "Grumpy." It was lucky to get \$11,700, inspiring "Eyes of the World."

At Pantages, Hollywood, Lon Chaney in "The Unholy Three" attracted \$14,498.

The Egyptian, with Edmund Lowe in "Good Intentions," got \$18,000 from the business angle, and promises to regulate taxation from the production angle as far as it is able to. The Egyptian, with Don Jose Mojica in "One Last Kiss," box-office \$3448.

LA PLANTE FOR ASSESSOR

William La Plante, former film executive, is a candidate for the office of assessor of Los Angeles county. La Plante knows the film industry from the business angle, and promises to regulate taxation from the production angle as far as it is able to. His friends in the industry are giving him whole-hearted support.

ACCEPT CLIFT PLAY

Word has been received by Denison Clift, playwright and staff writer-director with Paramount, advising him of the acceptance for production of his latest play, "Sin Becomes Reasonable," by an English producer. The play, a story of sophisticates, will be staged in London this winter with an all-British cast.

RKO, SAN DIEGO FOX - PANTAGES

A deal has recently been closed by which West Coast Theatres acquire the RKO Theatre in San Diego. The house will be renamed the Fox-Pantages. This house was formerly the Pantages theatre before it was sold by Pan to RKO and was always one of the most successful theatres in the southern city.

It is known that Pantages has a tremendous prestige in San Diego with theatregoers, and no doubt W. V. feels that in restoring Pantages' name to the house it will bring back much of the clientele that has been lost.

When Pantages sold the house to RKO, it was said that the lease prevented the latter from making any further disposition of the house and in the deal just negotiated, it is believed that Pan had to be consulted.

This is further supported by the fact that George Pantages, manager of the theatre under the Pan regime, will return as manager under the new arrangement.

This will make the seventh theatre that Fox-West Coast is operating in the downtown and neighborhood vicinities of San Diego.

LUTHER REED, OPTIMIST

Luther Reed does not believe that musical taliesins are in a decline. He contends that there are two kinds of musical plays—good and bad.

The director, who is making Victor Herbert's "Babes in Toyland" for RKO, believes there will always be a popular demand for well done musicals and points to the perennial Ziegfeld Follies as an example.

PLAN FIESTA SEPTEMBER 4

Los Angeles will celebrate its one hundred forty-third anniversary, September 4-5. The celebration will take the form of a fiesta, to be known as "La Fiesta de Los Angeles," and will be directed by Phil Whiting and Arthur Belasco.

Following the formal ceremony, the city will be turned over to the spirit of Fiesta. Street dancing, confetti, cascarons, and all early Spanish and Mexican customs will be observed. On the second day, a downtown street parade will be held at 7:30 p. m.

The section around the Plaza will be decorated with flags and banners. Hundreds of concessions will be erected in the neighborhood. Vendors will be in costume, and booths will be decorated in Spanish and Mexican colors.

Among artists appearing in the fiesta will be Mildred Costello, pupils of the Maurice Kussel school, Miguel and Alicia Morrow, Ruth Golden, Nelly Fernandez, Jose Fernandez andancers, Edward Valencia, Gertrude Kamei, Miles Marchant, Meme Carroza, Bud Mercu and Sister, and the Larry Chabolas Revue.

Automobiles will be barred from the streets during the celebration.

"JEWELS" IS NEXT

Next offering of The Theatre Mart will be Robert Stone's drama of modern times, "Precious Jewels." The cast, which will be all professional, will be headed by Florence Lake. She will be supported by Dorothy West, Carlton King, Helene C. Hill, Alan Wardell, Bruce Tilden and Don I. Brodie. The opening will be on August 28. The play will run one week.

PATRICOLA CAST

Tom Patricola has been cast for an important role in "Children of Dreams," replacing James Cagney.

MAYAN OPENS MUSIC REVUE IN SEPTEMBER

El Capitan Theatre was the only legitimate house in town to operate last week. "Tea for Three," the attraction, drew about \$5500. Last Sunday, the Hollywood Playhouse opened with Grant Mitchell in "The Clampon." The Billmore, with "Candlelight," and the Belasco, with "It's a Wise Child," opens this week.

Mayan Theatre is preparing to open some time in September with a revue on the lines of the New York "Vanities." Franklin productions, who are sponsoring the offering, have engaged LeRoy Prinz to stage the numbers.

Prinz last staged the Earl Carroll "Vanities." He is said to be selecting 100 chorus girls. Ted Snyder is writing the music, and James Brockman the lyrics.

Frank Davis has been engaged for the lead. Two comedians' names are not announced.

Production will be under the direction of Bill Woolfinden, recently head of Pathe short subjects department.

'IDEA' MAKERS ADD TO STAFF

Fanchon and Marco are reaching out to secure the services of some of the leading producers of dance numbers.

They have announced securing LeRoy Prinz, whom they claim has been signed at a salary of \$1750 per week, and it is known they are negotiating with Larry Chabolas, formerly with Warner Bros., and Sammy Lee, who produced some of the biggest dance numbers for M-G-M.

If these deals are closed, F. & M. will have a trio of high-class step writers for their fall ideas.

WILL HAYES SUED

Congo Pictures, Ltd., producers of the gorilla picture, "Inglis," filed suit in federal court against Will H. Hays, Carl E. Miliken, Motion Picture Producers and Distributors, Inc., National Better Business Bureau and others, asking for \$3,365,000 damages.

PICTURE MEETINGS TO SAVE SPOKEN STAGE

That the spoken stage must be preserved and realizing that the very existence of show business depends upon its continuance, Jesse Lasky, vice-president of Paramount, recently called other producers into a conference in New York.

Believing that the extinction of the legitimate stage would be a forerunner of the fate of the taliesins, a very active move has been started by the film heads to place the human drama back on its feet.

Particularly in the key cities will the attention of producers be given to the in-person theatre. Productions will be sponsored by the big concerns, in cooperation with the Erlanger and Shubert circuit of theatres. The plays will be originals, either before or after filmization, and the casts will comprise the better names known to the stage regardless of their picture renown.

The first step in the movement has been taken by Warner Brothers, who have announced "The Devil Was Sick" and "Illicit," two originals slated for early screen production, will be also prepared for the stage.

Paramount, according to the information received, will not restrict their stage productions to their screen product but will encourage well established stage writers to create product for the theatre direct after which they will consider the filming.

It is believed that M-G-M and Fox will shortly follow suit and join with Warner and W. B. in a determined effort to nurse the stage back to its traditional popularity.

LIBERTY OUTFIT SON TO SHOT

Liberty Productions, started eight weeks ago, after a new wide screen development which permits the exhibitor to use standard size film, and to have twenty-five distribution offices in the United States and others in South America, the Orient and Europe.

Richard Barry is writing the adaptation, and is to direct it for his own play, "Davy Jones' Locker." George Draney and Aeneas McKenzie, English sportsman and writer, and completing a modern version of "East Lyn." Earl Snell is doing the script for "The Ape," in which Harry Langdon will be featured.

Liberty plans to make twenty pictures this year, using a new wide screen development which permits the exhibitor to use standard size film, and to have twenty-five distribution offices in the United States and others in South America, the Orient and Europe.

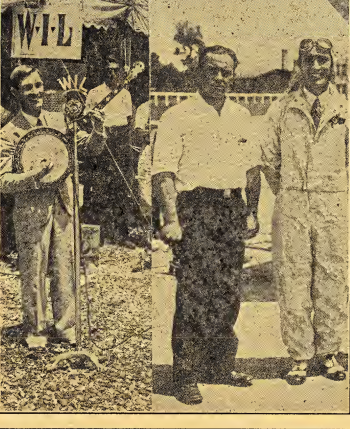
Rube Wolf Is Back

Rube Wolf, whose picture appears on page one of this issue, opened Thursday at Low's State, after a long absence of many months. Rube's last engagement was run at the Fox Theatre, Brooklyn, N. Y. Previously, he appeared for a long run at Low's State, and in the United States and others in South America, the Orient and Europe.

Wolf was one of the most popular masters of ceremony around Los Angeles before going to San Francisco and the East. Fox managers usually feel certain of capacity houses when Rube is on the bill.

In his last appearance in Los Angeles, he was at the Seventh and Broadway house for over a year.

PEABODY SCORES ANOTHER HIT!



While playing the Fox St. Louis recently, during the endurance flight of O'Brien and Jackson, world record holders, Eddie was called upon by the boys to join 'em in the air and play his famous banjo.

Eddie played the "St. Louis Blues" and "Rock-a-bye To Sleep in Dixie" and "Never Too Busy for You," his new tune, returning to the ground to broadcast again to the boys in the air over WFL.

Led: Eddie broadcasting.

Right: With Shorty Chaffee, pilot of refueling plane.

In Hollywood--Now

By BUD MURRAY

A WOW--and HOW at the "Masquers' Mess," held at Hoot Gibson's Ranch Sunday and it was the most enjoyable day we have spent in some time, just like the good old "Elks" chowders on Long Island, and "Boys were Boys," and we hope you will forgive the writer if he raves too much about what a social success this was--The proceedings were opened by George Olsen and his Band mates across the field about 11 a. m., and they deserve much THANKS after being at Olsen's Club the night before--The Harlequin, Mitchell Lewis, started off the opening ballad early before the "Lay-off's, Stars" and in the midst of the game Archie Mayo walked into the stand with a stein of beer, and the game broke up--they had tapped the barrels--umm-yumm--and from them on--Hi do you do.

We noticed many old pals and friends whom we haven't seen in years and amongst them--Robert McK. Gowan who directs "Our Gang" comedies--Ralph and John Ince--Fatty Arbuckle--Jack Mullah--Glenn Ford--Walter Hiers--Eddie Earle--Jimmy Gleason and Russell Gibson--Ed Bresce--Dick Cully--Fred Santley--Tyler Brooks--Jerry Hoffman of the Examiner--Harry Joe Brown--Ricardo Cortez--Bobby Vernon and a few who were our bosses or we were theirs or what have you--Noticed our dear friend, George Harris, who is working in "Oh, Susanna"--George was selling peanuts and cigars and athletic stars--Charley Judels, our Winter Garden stand-by, playing the "Lucky" and Irving Berlin's "Show off" 921. Cap was just testing the beer--Lew Cody pulling into the Ranch a little late but having a great time--Bobby Vernon trying out his "Razzer"--Hank Mann giving out his "photos" at the Barbecue--Frank Whalen running the plate game--we fell--Our friend, Doc Mace, meeting up with Sheriff Traeger having a great time--Doc met many old friends--Paul Gerard Smith, the black-out king, reading a magazine in the corner--Bill to get the catch trying to get the catch band HOT--Harry Joe Brown making a great host and passing the beer around--Which held out all day, which is not usually the case.

Ernie Hillard losing five athletic events before winning the three-legged race and then he had to lose to Tom McDonald and then he was carried off the field--Bob Armstrong making the weirdest throw to third and home--Ricardo Cortez "muffing" a fly in right field--Lew Cody looking up at the game and the crowd and saying "I don't know the Fat Men's Race--Right in the midst of the ceremonies two ladies accidentally got into the ranch and you never saw ladies "rousted" off a field as quickly as these two were--This was strictly STAG and great--you see you can have plenty of fun without the ladies--but not for long--Roger Gray doing the "catching" for the LAY OFFS--smoking a pipe at the same time--It reminded us of the days when we were in stock with Roger in Johnston, Pa., here about 17 years ago, and we played "MIDNITE BASKETBALL" for a barrel of beer--Roger looked the same.

We met a man we haven't seen in 15 years--Dr. Louis Stern, who used to be the Equity Doctor for at least 12 years--The Dr. is in Hollywood--Now--taking a well-earned rest--Bob Lee getting a homer (they walked him)--and so, tolerant readers, I could go on for days and days and you see you can have plenty of fun without the ladies--but not for long--Roger Gray doing the "catching" for the LAY OFFS--smoking a pipe at the same time--It reminded us of the days when we were in stock with Roger in Johnston, Pa., here about 17 years ago, and we played "MIDNITE BASKETBALL" for a barrel of beer--Roger looked the same.

To the Olympic Fights Tuesday and entering the sports arena noticed lined up against the wall three good "Song" exploitation men, Benny Bernick, of Brown, DeSylva & Henderson, a regular manager, a real old time singer of songs, and Herman Schenck, a regular manager of "song firms"--See Charley Murray right in the first row--and even though the club discontinued the free "Lay-off's" trial, the Barbecue were delicious--All these prominent actors and directors playing like boys in the glorious sun--and it was just great--real comradeship and we think that Hoot Gibson, who flew in late, should get a big vote of Thanks--and special credit given to--everyone who actually worked--for it ran so smoothly--not a hitch or an argument--and a GREAT TIME WAS HAD BY ALL--and all this IN HOLLYWOOD--NOW.

To the Olympic Fights Tuesday and entering the sports arena noticed lined up against the wall three good "Song" exploitation men, Benny Bernick, of Brown, DeSylva & Henderson, a regular manager, a real old time singer of songs, and Herman Schenck, a regular manager of "song firms"--See Charley Murray right in the first row--and even though the club discontinued the free "Lay-off's" trial, the Barbecue were delicious--All these prominent actors and directors playing like boys in the glorious sun--and it was just great--real comradeship and we think that Hoot Gibson, who flew in late, should get a big vote of Thanks--and special credit given to--everyone who actually worked--for it ran so smoothly--not a hitch or an argument--and a GREAT TIME WAS HAD BY ALL--and all this IN HOLLYWOOD--NOW.

We were involved into another miniature golf course owned and operated by Wm. Seiter, well known picture director--and walked around (didn't play), and gabbed with our old friend Gus Shy, former star of "Good News" "New Moon" and many others--Laura La Plante (Mrs. Wm. Seiter), our pupil, playing with her husband--Al Cohen almost coaxed us to go round--Mervyn Le Roy, F. N. director, and Harold Ateridge, who has written all the Winter Garden shows--now re-writing "Oh, Susanna," for a fall opening--Joe, head man at Henry's, left the "banery" for a round--and we just looked on trying to see why this new Nite racket is such a strange fascinating pastime--when one sees such a beautiful layout as Wm. Seiter has--there is some incentive--even in HOLLYWOOD.

On the Boulevard in front of the Roosevelt Hotel at 2 p. m., Arthur Caesar in riding breeches--do they ride horses in the Roosevelt now? Also on the boulevard gabbed with Clarence Muse, that favorite colored comedian singer now singing every a. m. at KTM--Clarence invited us up some a. m.--7 a. m. to be exact--WOW--what an hour--IN HOLLYWOOD.

Dropped into Pantages Hollywood Theatre to give a last "look-see" at our "California Sunbeams," who left this week for their 40 week tour and ran into our old pal Walter Willis whom we did stock weeks with in 1912--Walter was head funny-man and we were just a "Utility scrub"--but those were the days and here we are in Hollywood now and Walter runs a darn good dancing school, too--IN HOLLYWOOD NOW.

Then the next day to Brown Derby for lunch and we noticed Hal Horne (alone)--we notice very often "The Unholy Threes" have been separated for other two, Will King and John Medbury, were seen later that evening without Hal--Ballard McDonald, whom we worked with on Texas Guinan's Padlocks of 1927 in N. Y.--Ballard just got in from the big town--few both ways to be based on the Paramount lot--A few minutes gabbing with our dear friend, Noah Berry, who is one of the most charming gentlemen in Hollywood and yet such a "died-in-the-wool" villain on the screen--A few minutes with a most charming girl, Jean Harlow (our pupil), who tells us "good-bye," going to NOO YAWK and promising to return real soon--then for a visit with our protégé and pupil Sylvia Ross, who is now featured with "The idea" at Pantages--Sylvia is another of the most beautiful and very grateful and appreciative, and they are IN HOLLYWOOD NOW.

To Tom Gallery's fights Friday--Tom again proved that if you give the paying public a show they will come in--and so this week it was

a bad house and the reason was a bad show--but still we noticed a few of the regular weekly patrons including Mr. and Mrs. Al Jolson and right alongside Harry Wardell, gabbing with Johnny Donnelly--Larry Chalko, whom we trouped with in 1912 in "The Walt of Society," a Winter Garden show in which Al Jolson was the star, and all in HOLLYWOOD NOW--Alex Carr right in the front row--you know who made Potash and Perlmutter famous--yes, it was Alex--our old friend, Edgar Allen Woolf, one of Broadway's most popular hosts and writers, whom we worked with in "Le Maire's Affairs"--Al Herman, without his polo shirt, still residing IN HOLLYWOOD--A couple of Chicago pals, Sid Gary, a real ballad singer who can hoof, too, and B.B.B. gagging all evening.

Then for a "snack" in Henry's, and a few words with Jerry Hoffman, who likes "wise-cracks"--but don't say to Jerry, "Listen, have you heard the one 'Frisco' pulled"--This line is now getting in Jerry's hair--and he doesn't like large cigars either--and we also were notified by "The Dummy Newboy" that he has just finished his picture, and Jack Oakie was in it, too--now that the Dummy is back on the job he has fired four boys taking his place--Dave Jay just back from Noo Yawk with a load of fresh diamonds--in business for himself at Roosevelt--Slim Martin "macking it up"--This genial m. c. is the pleasantest of his type--and a peach of a musician--A few more darn good Maestros dropping in--Ben Bernal, who "maestros" at the Roosevelt--Lynn, an Allyn, at Carthy Circle Theatre, and good people, that is our psalm for this week's who's who in Hollywood NOW.

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MAJESTIC TO OPEN SEPT. 1

The Majestic Theatre is being entirely remodeled and will open September 1, by the American Theatre, Ltd., a corporation of business men who also operate the Speckles Theatre in San Diego.

Both houses will be under the general management of Mike Newman, formerly manager for Sid Grauman and other local theatres. The house will operate upon a 25-35-50 stock policy and will be devoted to second run Warner Bros. and First National product.

William Jenner, formerly manager for Harry Langdon, will be resident manager. The offices will be opened in the Majestic Theatre building in two weeks.

BEBE RE-SIGNS

Bebe Daniels will continue as an RKO star. Last week she was signed on a term contract and will appear only in two special productions a year. Miss Daniels has already appeared in five RKO specials.

Film Row Cuttings

By THE ROUNDER

Frankie and Jimmie Gallagher, two little tykes, 9 and 7 years old, are working a racket along film row that shows them to be promising financial geniuses in the making.

They have a little mutt dog that sits up, walks on his hind legs and jumps at command. The dog is trained to do one trick at a time. The kiddies go into the exchanges and offer to have the pup do a trick for a nickel. It is usually forthcoming and the dog does one trick but refuses to do another until another nickel is contributed.

After the three tricks are accomplished a fourth nickel is collected and the dog starts over his repertoire again. They have been cleaning up--and so have the ice cream joints for as soon as a haul is made this kids rush to the blow-out, not forgetting a cone for the house.

Elmer Benjamin is wondering what's going to happen to Sonora Art now that Cruze goes to Tiffany. He doesn't care about himself.

Jack Elliott and Bill Blackburn can write an encyclopedia of the show business. Once this pair gets started reminiscing they dig up enough yesterdays to gladden the hearts of the old timers. When their new screen gets into production they expect to head the film row chronicle--financially.

J. H. Goldberg, general sales manager for Columbia, arrived here by plane to attend the motion picture fair. He was with West Coast in '27 and has been called as a witness.

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Your Thoughtfulness •

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WEEKS
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CAFE
HOLLYWOOD**

INSIDE FACTS

Of Stage and Screen

Published Every Saturday
One Year - - - \$4.00 Foreign - - - \$5.00

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JEAN ARMAND Secretary and General Manager
LOU JACOBS Associate Editor

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WORST SLUMP SINCE WAR EXISTS

We are in the midst of perhaps the worst slump that show business has known. Everybody connected with the game is suffering to some degree, most of them severely. The amount of unemployment is appalling; never has there been such a large percentage of dark houses as there are at present.

Something must be done at once to relieve the situation and from the best information, it seems to be up to the unions and Equity to a large degree.

Some of the strict lines of union rules must be, or rather should be, set aside for the time being at least in the spirit of co-operation, for the situation is desperate and this is no time to quibble.

We are informed that in the east there are twenty houses, now dark, that would be willing to open forthwith playing Fanchon and Marco Ideas, providing arrangements could be made with the unions that would enable them to meet the present conditions.

What they are asking might seem unreasonable in normal times, and Inside Facts, always loyal to the best interests of the workers, would be firm in upholding the A. F. L. dictates if theatre conditions were different, but work is needed and twenty houses would give employment to many performers, stage hands, musicians and others.

LET STAGE HANDS DOUBLE, IS PLEA

What the theatres are asking in this crisis is to arrange the 48-hour week so that there will be no or very little overtime; an interchangeability of departmental work so that the property man can help the carpenter, etc. If time permits, by allowing a house to operate with fewer stage hands or as few as can properly work a show by doubling up the departments wherever feasible.

It is far better to have a large percentage of the unemployed taken care of and houses operating than to have all idle because of the sacredness of a union rule.

The concession of this ironclad rule, while it strikes at the soundest principle, is a limitation, can be limited to a time period of say three months as an emergency measure.

The situation in Los Angeles at this time is terrible, with but one stage show, the State; one vaudeville house, the RKO; and one Legit house, the El Capitan, open. Two or three legit houses are scheduled to open, it is true, but this will not materially relieve the situation so far as the unions are concerned.

Equity has shown a willingness to co-operate with the managers in whatever way is possible. It is work now that must be afforded. Everybody must aid in every possible manner to induce the managers to risk their money to provide employment.

GOLF LINKS CERTAINLY TAKE TOLL

The managers have just gone through a frightful siege of bad business. The miniature golf links, regardless of what anyone might say, are taking thousands of people nightly away from the theatres and collecting money that would otherwise be spent in theatre amusement. There is no employment afforded theatrical employees there. Even their music is provided by radio. The law could be passed preventing the use of the radio in this respect, it would unquestionably afford employment for musicians on the larger courses.

Such a law is within the bounds of reason, for the radio dealers could effect it themselves. They will not permit the radio to be used in a theatre where admission is charged, because their tubes are protected and limited for amateur or experimental use only. Admission is not charged at the links, it is true, but money is taken for amusement and a clever lawyer might have such a ruling handed down if a test be made.

NIGHT BASEBALL ALSO DENTS

Then, too, the theatres have been suffering largely from night baseball to which thousands attend who might otherwise patronize the theatre. Here again, stage workers are not afforded employment.

Out at the Hollywood Bowl, other vast thousands attend the concerts and while the Bowl employs a large number of musicians and a few stage hands, it is not gained that show business as a whole suffers somewhat as a result.

Also the recent epidemic of infantile paralysis, which kept children away from the theatres by police edict, cut deeply into the box office of the theatre, especially it being vacation time. Now that the ban has been lifted, the kiddies have been educated away from the film houses and show a reluctance to forsake their present manner of amusement to go back.

Short Shots At the News

Fifty thousand dollars already has been taken in for the grand opera season, which runs at the Shrine September 29 to October 13, according to Col. William Eric Fowler, chairman of the general seat sale committee for the Los Angeles Grand Opera Association. Colonel Fowler estimates the advance sale will pass \$58,000.

Ethel Barrymore Colt, daughter of Ethel Barrymore, the actress, will have an important part in Julia Peterkin's Scarlet Sister Mary, when it opens in Cleveland Wednesday. The mother will be star of the play.

A four-year organ course will be offered by the College of Music, University of Southern California, in September, it has been announced by Prof. Arthur M. Terry, assistant dean.

Charging her husband, Michael Bohnen, a staged at the home, Mary Lewis, opera star, appeared before Judge J. Walter Hanby seeking a divorce. Miss Lewis stated in her complaint that she and Bohnen had married in April, 1927, and had separated July 1, 1929.

There is a very important communication in this office for MRS. LYDIA M. KUHLMAN. Anyone knowing her whereabouts please notify.

George O'Brien, film actor, is reported recovering from an injury to his leg due to falling from a horse. O'Brien was thrown against a wall while working at Fox Hills.

Annette Sleeper, sister of Martha Sleeper, screen actress, will marry Horace Stephen Tuttle, Jr., of New York in September. The wedding will be held at the home of J. J. Murdoch, the bride's uncle, in Beverly Hills.

Petitioning to be appointed legal guardian to her daughter, Sally Way, stage dancer, Mrs. Evelyn Schuchback declared in Superior Court that the girl was incapable of handling her own financial affairs. Miss Way, known legally as Josephine Harter, is only 20 years old.

Peverell Marley, camera man and husband of Lena Basquette, may file a divorce complaint charging mental cruelty, it was learned recently when Marley and his attorney visited the actress.

"The Davis Pair" continued to appear on the screen this week, following refusal of Superior Judge Cosgrave to grant a restraining order against further exhibition of the film. Producers of "Hell's Angels" sought the restraining, declaring that part of their picture had been plagiarized.

Charles F. McGee, III, son of a Chicago attorney, appeared in court to tell why he should not be restrained from altering a trust fund in Chicago out of which he is supposed to pay his wife, Harlean Carpenter McGee, known as the "Scarlet Harlow", \$375 a month. Miss Harlow is suing McGee for divorce, charging cruelty and intemperance.

Melville Daniels, father of Bebe Daniels, screen star, passed away in his home in Carmel, California, this week. He was 65 years old. Miss Daniels will attend the funeral.

Eddie Rubin, formerly contracted with Harry Weber, is selling acts for Erlanger.

LETTERS

There are letters at the Los Angeles office of INSIDE FACTS for the following:

ANTONE, Franco
BIDMEAD, Franco
BIDMEAD, Mr.
BUSHMAN, Francis
CLAIN, Al
DECKER, Kirke M.
GRANSTEDT, Greta
KUHLMAN, Lydia M.
MARSONS, Ruth
RIFKIND, H.

TEL-A-PHONE JAMES MADISON

Hello, Rubie Wolf.

Hello, James Madison.

Only a quarter dozen tells in Los Angeles have no golf courses thereon.

"The 'Unholy' Three."

Hello, Elliott Nugent.

Hello, James Madison.

Congress will be in session again shortly.

Greater Talkie Season.

Hello, Una Merkel.

Hello, James Madison.

What is your opinion of Hollywood motorists?

When they're reckless, they're seldom wreckless.

Hello, Cyril Maude.

Hello, James Madison.

A certain author states that he cannot think in a taxicab.

Perhaps he's a "hack" writer.

Hello, Eddie Kane.

Hello, James Madison.

I understand that the government is about to incorporate San Quentin.

A sort of holding company.

Hello, Charlie Chaplin.

Hello, James Madison.

SNACKS of FACTS

William Jamney begging his uncle for the return of his checkered cap. . . Director Ed Griffith preparing for his European trip. . . He's going to make "Rebound" next. . . Eddie Prinz at the Mayan. . . selecting 30 girls out of 300. . . Fern Dale taking a tap routine from Bud Murray. . . James Gleason breeding horses. . . He's "lookin' for trouble" at Pathe. . . Russell Gleason stopping at Hollywood. . . With a camera. . . And Phyllis Harlow waiting for his results. . . Louise Fazenda looking chic (ken) at the Embassy Club. . . Lowell Sherman swanking it in a new limousine. . . Bearded extras at Universal.

Universal City looking like a battlefield. . . They're shooting "See America Thrust". . . Mary Duncan and her dogs, "Ping" and "Pong". . . Harry Langdon shivering. . . In pictures. . . Playing the part of "Shivering Smith". . . Ned Sparks leaving for Quebec. . . Going on a fishing trip. . . Dorothy Lee planning a trip to Arrowhead. . . Hugh Trevor and his new beach cottage. . . Faith Baldwin, Hollywood author, looking pleased. . . Paul Lukas, Ladies' Man, the title role in Paramount's newest. . . Chinese extras speaking Spanish M-G-M. . . Laurence Tibbett singing to Marie Mosquini. . . Little Bobby Ducks yawning. . . Al Bernival paying a bill at the Montmartre. . . and playing host to the crowd.

Manager Brown at the Paramount Theatre. . . displaying real courtesy over the phone. . . Olive Wallace recognizing a telephone recipe. . . You can't disguise the almost accent. . . b'fme. . . Aida Broadbent sending and receiving best wishes.

Gwen Evans preparing for the "big show". . . Rubie Wolf re-meeting the boys. . . and glad to get back. . . Louise McCormack giving the R-K-O previews the "once over". . . and bumping smack into Richard Dix. . . her favorite star. . . Barbara Kent giving out the "once over" to the boys. . . Jeanette Lork whit arm-fingerlings. . . Charlie Murray and George Sidney are motor bus operators. . . in their next "Cohen and Kelly" picture. . . Kane Richmond taking his feet again. . . sprained his ankle. . . John Gray writing stories.

Jeane Cowan trying out a new song. . . Atterberry and Gillum they'll appear over KFWB soon. . . Gillum just closed with "The Colleagues". . . Sol Lowe back at the Manchester. . . Mildred Dale recovering from an operation. . . Leo Wilmont playing in San Jose. . . fire sale due soon. . . an idea. . . Earl Keates on his vacation. . . Doc Howe going to New York. . . Harry Wallen back from his vacation. . . Fannie looking over her shoulder at the end of the sending out publicity. . . Monte Carter at Pathe. . . and rewriting a story. . . Herbert Weber running around at M-G-M. . . Toots Novelle back in L. A.

Novelle Brother writing from the earthquake zone. . . they're in Rowe now. . . Bill Selter playing on his new golf course. . . Monta Bell and company in San Francisco. . . Henry King and unit going to Lake Tahoe. . . Helen Cohan, George M. Cohan's daughter. . . making her screen debut.

PARIS-BOUND

Edward H. Griffith, Pathe director, will leave soon for Paris to get the authentic background for his next picture, "Rebound", in which Ann Harding will play the lead.

DARMOUR SIGNS KID

With the signing of three-year-old Billy Barry to a term contract, Larry Darmour, producer of RKO comedies, now has the youngest contract player is pictures.

Harold J. BockManager
PHONE DOUGLAS 2213**STORMY MEET
NOW LOOMING
IN UNION ROW**

SAN FRANCISCO, Aug. 21.—What previously looked like a peaceable renewal of contacts between theatres and unions may develop into a stormy session before both sides have put their signatures on the dotted lines. Operators were given a two-year extension of their present contracts this week, but many stage hands have yet to come to an amicable agreement with theatres on the September 1 renewal.

Musicians face the most serious fight of all. Theatre heads are reluctant to sign a contract for any certain length of time, stage hands who don't want to be held down for a year or more under a hidebound agreement.

Neither do the theatre heads go for the minimum number of men clause. While they state that they will for the most part continue the present music personnel, and in some cases augment the current lineup of musicians, still they don't want to be held to a stipulated minimum of men on stage or in the pit.

Topping all this, the Greenleaf and Golden State chains, among others, want to do away with their organs entirely.

Members of the local Musicians Union are meeting this week to discuss the question among themselves before engaging in another vocal fray with theatre heads.

**NEW 'FLEXOS'
COMING SOON**

SAN FRANCISCO, Aug. 21.—Golden Productions are preparing production of 36 new issues of their flexible, non-breakable "Flexo" records which they are distributing to theatres throughout the country. New series will be released in about four weeks.

The Golden company reports a number of orders from theatres and radio stations for the Flexo records, which are made with Jack Cackley's orchestra, and Henry Warner, voice, at the Flexo plant, 1440 Geary.

AGAIN AT KEYS

SAN FRANCISCO, Aug. 14.—Buss McClelland is back at the console of the Orpheum after two weeks' vacation spent in his home town, Seattle. His wife accompanied him on his trip.

Marcial and Celita

Just Returned From a Winter Engagement at

CHATEAU MADRID
—HAVANA—

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'WE' HAVE THEM!

DANCE ART SHOE**CAMPANY**

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Headquarters

Warfield Theatre Bldg.

San Francisco

TRIO INJURED

SAN FRANCISCO, Aug. 14.—Jack Russell, Roy Reid and Majel Garland were injured when Russell's auto overturned near Santa Maria last week. After several days in a Santa Maria hospital the trio returned to Los Angeles. Russell is a coast musical tab producer and Reid is manager of the Strand Theatre, Long Beach, where Russell recently closed.

KIMMIS RETURNS

SAN FRANCISCO, Aug. 14.—John Kimmis, service chief at the Fox, has returned from a two-week vacation on the Russian River.

NEW STRAIGHT MAN

SAN FRANCISCO, Aug. 14.—A pair of changes in personnel at the Warner Bros. Theatre, Capitol, here, has George Grafe succeeding Cee Jones as straight man and Bae Cunningham added as a featured dancer.

PETALUMA BOOKING

SAN FRANCISCO, Aug. 14.—California Theatre, Petaluma, member of the T. and D. Jr. chain, is booking five acts of Sunday vaude from the San Francisco office of Fanchon and Marco. George Leach manages the house.

ON VACATION

SAN FRANCISCO, Aug. 21.—Ethel Seavers, secretary in the Fox West Coast office, leaves for Los Angeles this week to be gone for a fortnight's vacation.

BREAKS ONE AGAIN

Dorothy Harrigan, actress, had her nose rebroken in an accident between her auto and a Los Angeles Railway Company truck right after she had it plastered by a nose specialist. She has filed a \$26,038 damage suit against the company.

MAY BOLEY AT U. A.

May Boley, comedienne, who has transferred her activities from the stage to the screen, has been signed for a role in Sol Lesser's first production for United Artists. The picture, as yet untitled, costars Dolores Del Rio and Walter Huston under the direction of Thornton Freeland.

TITLE CHANGE

"The Santa Fe Trail" will be the title for Paramount's production of Hal G. Evans' novel of the early West, "Spanish Acres," starring Richard Dix and Walter Huston under the direction of Thornton Freeland.

SAN FRANCISCO

OAKLAND—SACRAMENTO—SAN JOSE

**Fox, Vallejo
Cops Stories**

SAN FRANCISCO, Aug. 21.—While all picture houses have been coping a maximum of excellent publicity on Greater Talkie Season, Jack Ryan, manager of the Fox Virginia, Vallejo, came to the fore this week with an outstanding three-day spread in the Vallejo Evening News.

On the day before his new show opened, Ryan was given a banner line on the front page. On the initial day, the News gave him a two-line, eight-column, front page banner, a two-column, two-page editorial, a front page two-column news story on the season, a banner line on every inside page, an inside editorial, and three separate pic displays.

Following day, there was a front page story of "The Big House" opening, an editorial commendation of Ryan's good work on the season and more art work.

PRODUCERS REST

SAN FRANCISCO, Aug. 21.—Ruth and Malloy, producers at the State, Seattle, are here on a vacation.

Night Clubs**SILVER SLIPPER
San Francisco**

A number of the few weeks below the belt business as a result of city-wide ginger ale set-up raids, the Slipper is again back in the numbers with a pip of a floor show to attract the customers. Cafe is putting out more and better entertainment. The band includes Joe Wright's orchestra, Jimmie Barr, Cotton Bond, Nita Mitchell and Ann and Elinor Wright's musical combination has a lot of snap and verve in its favor, putting over its dance numbers with a rhythmic ease that draws approval from the paying spectators. In addition Wright's gang will play show and play it well. Boys all look nice and work together in great style.

Jimmy Barr, who is entering his thirty-eighth week as master of ceremonies, is a big favorite among the Slipperites. He shouts those blues like nobody's business and everybody in the place can hear him, which is more than can be said for a flock of cake entertainers.

Nita Mitchell is another of the old-timers on the Slipper payroll. She has been here for around twenty weeks, doing her modernistic vocal rhythm stuff in snappy shape.

Cotton Bond, presiding at the undernourished piano, plays a lot of hot stuff on the ivories and croons the blues. Barr, Mitchell, and Bond form a trio that puts over a lot of high-class vocal material.

Ann and Elinor, in a return engagement, cop a lot of the honors with their clever foot work that includes a variety of tershoreen accomplishments.

HAL

Geo. T. Hood

THEATRICAL MANAGER

Address:

Inside Facts, Suite 504,
935 Market St., San Francisco**"A LITTLE SMILE"**

Words and Music by

GEO. E. L. BRAUN

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MARSHALL STRICKEN

SAN FRANCISCO, Aug. 21.—Richard Marshall was removed to the isolation ward of the San Francisco City Jail last week when he was stricken with infantile paralysis. He is a partner with Leo Carrillo and Emil Bondeson in operation of the Dufwin in Oakland and was formerly manager of the Henry Duffey Players.

SAX MARRIES

SAN FRANCISCO, Aug. 21.—Earl Eastman, sax in the KFCR orchestra, was married last week by George Frather, former cashier at the Warfield.

BOWDEN QUILTS

SAN FRANCISCO, Aug. 21.—Louis Bowden will leave the Orpheum as assistant manager this week. He will be succeeded by George Garriety of the New York RKO office.

**Theatres Plan
Big Golf War**

SAN FRANCISCO, Aug. 21.—Theatre men are girding themselves for a political battle royal with pee wee golf courses and this week begin a strenuous effort to put the damper on the present half-breded course that are sprouting over the city and others that are in the course of erection.

A number of citizens are due to appear before the Board of Supervisors this week to protest that pony golf is a nuisance and an eyesore to the city, and to recommend that they be restricted as much as possible, if not entirely, at least last week the city inspector ordered no more licenses issued for the miniature links in the city districts.

There are between fifty and seventy backyard lots in the city, only about ten of which are in the healthy money. Others are mining an uphill fight with the cold San Francisco might their chief competition.

**BLOTTERS TO
BOOST RUTH**

Nevin Davidson of the publicity staff of the Paramount Theatre is putting over a nifty stunt in exploiting Ruth Chatterton in "Everybody's Woman," next week's bill. He is sending out thousands of blotters on which the pictures of the Jane Goble system is particularly adapted as it is easily and rapidly accepted.

She is offering a free lesson to members of the profession interested in learning a short, short, short, at her studio, 733 South Grand avenue.

Jane Goble's system of super-speed writing is being employed. The popularity of this method of rapid writing has become a vogue among theatrical folk for whom the Jane Goble system is particularly adapted as it is easily and rapidly accepted.

She is offering a free lesson to members of the profession interested in learning a short, short, short, at her studio, 733 South Grand avenue.

SOCIETY HAS HOME

The California Television Society, a small group of men largely connected with pictures, organized to study the past and current development of the industry and kindred subjects, has established a permanent location at the Warner-Kelton Hotel in Hollywood. An experimental laboratory will be built and the television field covered with practical as well as theoretical study. Dr. D. Morand of the University of California conducts an extension class for the club. Lee Jason, the director, is president of the society.

HIRSCH • ARNOLD

BALLET MISTRESSES

created and continued all dance numbers in their Fox Orpheum with

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KRESS BLDG.

935 Market St.,

Office Suite 504

**FEET IN TOWN
GIVES BAY CITY
BUSINESS BOOM**

SAN FRANCISCO, Aug. 21.—The town was full of visitors this week, including as many as twenty thousand sailors and about the same number of Eagles meeting in convention. And with the city plastered with Greater Talkie Season publicity, San Franciscans and visitors came down town, uncensored and without being thought to the picture palaces the best uniform business in weeks.

Outstanding among the show-houses were the Warfield with "Our Blushing Brides," the Embassy with "Oh, Sailor, Behave," and the Fox with "Common Clay." On the other side of the fence was the Paramount with "Grumpy."

"Metro's 'Our Blushing Brides'" opened healthily at Loew's Warfield, grossing more than a few thousand under "The Big House" which, next to "Cockeyed World" was a record heater for this acceptance theatre. The figure was \$34,000. Picture has been drawing capacity matinee attendance from the females, a fact that explains a lower intake for "Brides" than for "Big House" inasmuch as the latter grosses 15 cents lower than night. Looks good for about two weeks more and then, when McCormack in "Son of My Heart" comes in, "Bill Wagoner brought Olsen and Johnson in 'Nancy From Naples' W. R. and the house packed, taking cognizance of the fleet's presence, dubbed the flicker "Oh, Sailor, Behave," plugging the picture heavily around the harbor district. Result was a pleasing \$29,000.

Fox opened Talkie Season with Fox's "Common Clay" and drew hearty support that totaled around \$20,000 for the house. Fanchon and Marco's "Victor Herbert Idea" and Walt Roesner's concert aided. Present screening is Ramon Novarro in "Call of the Flesh."

Paramount had an uphill fight with "Par's 'Grumpy,'" starring Cyrl M. holding it failed to draw despite its excellence and the gross was around the \$15,000 mark. A stage show halted the picture. Chatterton in "Anybody's Woman" and George Dewey Washington in person are current. Second and final week of Claudette Colbert in "Par's 'Manslaughter'" at Publix's. California did a good enough \$14,000, and followed by the Marg Brothers in "Animal Crackers." Publix's St. Francis bowed out \$10,000 for the house. Fanchon and Marco's "Victor Herbert Idea" after two weeks with \$8,000 to its credit for the second stanza. "Way of All Flesh" followed with \$7,000.

Orpheum hobbled along at low \$7,000 on the deuce week of the Columbia picture "Rain or Shine." "Little Accident" is to open tomorrow. Wagoner's Davies with the hold-over week of "Western Front" did an even \$5,500 and now has "High Treason."

**OFFICIALS INSPECT
NEW SHOWHOUSES**

SAN FRANCISCO, Aug. 21.—Harold B. Franklin and Howard Sheehan, here on a tour, left Angeles this week to inspect the new Fox Theatres soon to open in Stockton and Berkeley. While here Franklin attended the State Chamber of Commerce meeting at Del Monte and conferred with A. J. Bowles, division head of F. W. C.

REVIEWS COMMENT

Behind The 'Mike' With The Microphone Club

By JACK PARKER

It looks like the broadcasting biz is on the hummer, if one is to judge by the reports that came in to this writer during the week. Reports have it that three local stations are on the market to be sold at a great loss. We do know that you can lose your shirt in the game—but on the other hand I think that with the right man behind the door marked "PRIVATE," the business will pay—and pay well.

I don't think a young girl should be given the responsibility of directing a radio station except when she has been shown marked ability. I have in mind a certain local station that has left the important job of meeting the advertisers, as well as the artists, to a young slip of a girl.

The Ray Sisters, radio team, has sailed for San Francisco to look over the field. They will return some time next month, according to a post card from the show of the county jail of San Jose and written on the back as follows: "WISH YOU WERE HERE." Ouch!

Eddie Vine, vaudeville and radio big shot, was M. C. last week of the frolic. Eddie knows the show business from A to Z, and I hope he will be back with us soon. Eddie claims he was M. C. for John Booth—and still says his age is 26.

THE HARMONETTES, a girl trio, who have only been on the air for six weeks, have been offered a long-term contract by a Chicago radio station. The trio is composed of Gladys Schacht, Eunice and Irma Neward.

Walter Fett, Chicago song writer, will arrive in Hollywood next month to write songs and to write songs for a new picture slated to go into production some time in November.

Will Rossiter, the Chicago publisher, writes he is going strong again. Will is one of the independent publishers of music in the market today. Do you remember "MERE M. TONIGHT IN DREAMLAND"? Well, that song was put on the map of songland by Will, himself.

Don Wilson of KFI is said to have asked "that certain party" to be MRS. WILSON. So I will say "CONGRATULATIONS, DON" in big type.

Polly Grant Hall, of KFI, will not resign from the staff as reports had it. She would not be able to play for Jack Parker (who is not official), and Jack would never be able to sing without Polly. (This is official.)

I want to thank Ravennell of Hollywood Plaza Salon fame for the artists that will be featured in the half-hour of better music presented by the Mike Club from KGFJ on Fri-

day at 2:30 p. m. The following artists will appear before the mike on that date: Mme. Maria Gerdes, famous piano star from Europe; Carl Leser, vocal soloist and Atwater Kent prize winner; Herbie Lester, pianist, and others of national fame. Gene Clark will announce this program.

Herbie Picford was the boy behind the piano on the Mike Club from last month, according to the artists. Herbie is one of the best accompanists they have ever worked with. Come back again, Herb.

Marie Perry, piano player deloused from the west-coast of Michigan, is in town, and they tell me she has about decided to send for her tooth brush and plant her tent in Hollywood. We dare you, Marie. Miss Perry was the girl who put the famous "Missouri Waltz" on the map.

I want to be one of the first to welcome Richard Cromwell, the new picture find of Harry Cohn, of Columbia Pictures, to the Mike. Richard's real name is Roy Radabaugh. He hails from Long Beach and never saw the inside of a motion picture studio until he asked for a test at Columbia. Richard will play "Tolable David." He won after Harry Cohn had made 172 tests for the part.

I also am glad to see Babe Kane, of Chicago, doing so well in pictures. Babe used to work for the writer in the Windy City. She came to Hollywood and made good at once. A good voice, like Babe's, will take her up the ladder of fame. I am happy to write these few words in her praise.

Blanche Balghe, one of the directors of the Mike Club, has taken to the air in more than one way. She flew to Chicago for the opening of the Art Clubs of America meet in the Windy City, and will make an air tour of the leading cities of the United States before her return to Los Angeles.

Reports that Gene Clark, vice-president of the Microphone Club of America, had signed to appear in vaudeville in the east were denied by Clark, who is a secretary. Clark turned down a long-term contract to remain on the West Coast as vice-president-in-charge of programs for the club.

It was reported to "Inside

RADIOLA NEWS

JIMMIE ADAMS IN AUTO CRASH

Jimmie Adams, better known as Lena, the negro cock of the KTM ranch, found himself in a rich dilemma the other night, which is affording his associates more laughs than it does him.

All dolled up in familiar black-face mammy outfit, he hopped into his rattler in a rush to reach West Washington and Eighth avenue where the broadcasting was taking place. In his anxiety to get there on time, he inadvertently crashed into a Packard with much destruction to the latter.

Getting out of his car to see what happened, a crowd quickly gathered and he had to stand for quite considerable tongue-lashing and threats to his hat cock before he got a chance to apologize and assure the irate owner that he was perfectly responsible and thoroughly sorry.

When the crowd finally let Jimmy get away he carried in his wake a good-sized audience to the stamping ground.

IS NEW FEATURE

An interesting new feature on KTM is the Spanish half hour being broadcast at the million-dollar hour from 3 to 3:30 o'clock. Artists are Enriqueta Moncayo, soprano; Miss Fitch Moncayo, pianist; Henry Arce, tenor; Manuel Navarro, pianist; Ignacio Guerra Bolanos, baritone; Mrs. Lucia Higueras, mezzo; and Mrs. De Monte, mezzo-soprano.

MOREHOUSE CAST

Bert Morehouse, who appeared in RKO Radio Pictures in "Conspiracy" and "Leatherstocking," has been given a role in "Losing Game," directed by Lowell Sherman.

Facts this week that a well-known Hollywood radio station was for sale. Later they say that three stations are on the market.

A report has come to me that the Columbia Broadcasting System will tie up with another Los Angeles station for its second outlet in Southern California.

H. Albert Rice, former assistant editor of "Pleasure Magazine" and at one time co-editor of "The Broadcast Listener" magazine, has joined the staff of the official organ of the National Radio Artists Association, Inc., "The Radio Forum."

Harry Hall, director of programs for KFI-KECA, is on his vacation in the mountain country of Northern California. Harry will be missing for the next two weeks.

Eva Tanguay has just signed contracts that will take her back East the first of September for a vaudeville tour that will run 15 weeks.

KHJ WINS GRANT

Application of KHJ to increase their power to 50,000 watts has been granted by Federal authorities. This will increase the potentiality of this station to the equal of any in the world.

VARIETIES HAS NEW ANNOUNCER

Bill Ayres, formerly with Radio Varieties, is now in charge of the daytime program of KGER in Long Beach. Gus Mack is vice-president of Radio Varieties. The Varieties have just signed a new announcer, Robert Irving. They report that their business in electrical transcriptions is flourishing, having just completed 26 records of Gillum and Atterbury.

KHJ-ISMS

June Parker and Nell Lerson have bought a horse for riding purposes. The million-dollar item is to them by the pound at standard neighborhood butcher quotations.

On the last, Nell got the end of the animal and June the north.

A dotted line divides the animal fairly in half and each owner has to keep up her end of the brute. A disagreement in naming the horse developed and the following compromise was affected: June calls her half "Halt" and Nell calls her "Tarewell." The animal says badly and ball bearing roller skates have been strapped to its tummy to give it standard 4-inch clearance.

Charles Forsythe, sound-effect technician, has been added to the KHJ staff to create storms, collisions, roaring motors, marching feet, the snap of false teeth, stock market crashes, morning at the zoo, etc. Forsythe has been in the sound-effect profession since the days of the nickelodeon.

Charles Frederick Lindsley, chief of the Department of Speech at Occidental College, is directing and announcing "Folgeria," the serial comic opera which made its debut last week.

Wesley B. Touchette, KHJ's Midnight Operator, and Elvia Allman, the KHJ Surprise Package Girl, fled to San Bernardino on a relicensing and were thoroughly married.

Helen Bliss, KHJ staff harpist, married Bill Hutchinson, KHJ dog-bark and cackle expert, this week. Helen is very fond of music and dogs and believes that, in Bill, she has the best elements of both.

Dale Stoddard, KHJ arranger and saxophonist, walks the plank in a few days. The lucky plank name is not available at this writing.

Bob Bradford, KHJ staff baritone, and Jeanette Rogers, former KHJ fustier, were married several months ago, and the same story is told of Eddie Skrivane, KHJ arranger and banjo-guitarist.

KHJ has entered June Parker in the annual contest for radio queen at the national radio show, New York City.

HALL IN "THIRD ALARM" James Hall has been chosen by Tiffany for the leading masculine role in "The Third Alarm." Anita Louise has the chief feminine role.

HAVE YOU HEARD BILLY VAN?

At KFWB, Hollywood

**KENNETH
RUNDQUIST**
LEIGHTON'S CAFETERIA
Market at Powell
San Francisco

CHATTER NEWS

LOCAL COLOR HELPS SKETCH INPOPULARITY

Officials of the National Broadcasting Company are conducting a survey of their chain of radio stations and out the reason for the popularity of dramatic sketches.

They believe that a "love of local color" is an answer to the new interest of radio audiences. Whether or not "local color" has played a part in the success of Amos 'n' Andy is problematical; but nevertheless, it is a huge factor, officials declare. The two comedians undeniably know their characters and dialect, having had much contact with southern negroes.

Known popular radio series is "The Ray of the Goldenberg." Mrs. Gertrude Berg, author of the script, takes her material from observation of the east. Side New York "cloak and suit" district. She knows the speech, habits, and traditions of the district, and she is aish people and applies them with delicate humor.

In analyzing the situation, officials believe that fans are enthusiastic over the sketches because they have a sympathetic interest in the characters, their dilemmas and rejoinders.

The Columbia Broadcasting System is also trying an experiment with a serial musical comedy which is being given in half-hour episodes at 10 o'clock, an evening 9 o'clock KHJ. It is entitled "Folgeria," advertising Folger's coffee, and the plot is laid in a mythical country of the South American, on a coffee plantation. The music is being written by numerous composers, and each week's unit will be complete in itself. The entire tale will require 52 weeks to unfold.

The first segment was received with much approbation last week and it is anticipated that the offering will evoke as much interest as is being elicited by the dramatic serials.

Radio Sparks

By The Tattler

Gun and radio cannot work hand in hand. That is why we write this line or two for the very popular young radio star who is now adverse to shooting plenty every day before he goes on the air.

We advise every young man in the man in the game to lay off the fire water while on duty at least.

Did you know that about 75 percent of the local radio stars are free talent at all as the radio stars are concerned? And plenty as far as the station program managers are concerned they will remain so? Who will pay for talent as long as they can get the poor saps to work for NIX?

A certain program manager of a well-known local station is doing his best to make things hard for certain radio artists. And he is doing nothing but the FADE-OUT for this man and I can say that many persons in the game will welcome the EXIT.

We wonder if the big I AM who makes a visit to the studios each week and tells that he is western director of a well known eastern chain thinks that he is fooling standard radio artists in this town. This same man was working as a bell boy for a national chain last year in the New York studios, and now he is trying to pick up some change from the easy-to-take-in-radio artists, but we will see that the BIG SHOT is given the publicity every place the TATTLER goes.

WARNERS OPEN RITZ
Warner Bros. added another house in their expansion program when they opened the Ritz in San Bernardino with Joe E. Brown in "Top Speed."

Amos 'n' Andy

have reached the top rung of fame's ladder. But they have no exclusive patent on the process. Any other team can follow (not imitate), their footsteps. Here is the recipe: Talent and material. If you have the former and will risk some coin of the realm for the latter, let me hear from you.

JAMES MADISON

465 South Detroit Street
Los Angeles
Phone ORegon 9407

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Singing Over

KFRC

SAN FRANCISCO

Direction: AL PEARCE

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Los Angeles

DOLBERG WITH RADIO EXPOSITION

Pickups and Viewpoints

Radio has taken the place of vaudeville in the affections of the amusement seeking public. Its success has been largely due not only to the vaude type of performance but to the vaudeville performer himself, who has gone into radio. It is a natural corollary that if the radio is to prosper as permanently as did vaudeville, it must adopt those practical features that made the variety theatre the outstanding theatrical fare for almost a half century.

Early in its history, vaudeville recognized the importance of showmanship in its presentations. Its bill might be composed of three headline singing acts, each a knockout on any man's program, but placed following each other, the program was a flop. Too much of a good thing. The audience can leave a theatre and not come back but it takes courage to forsake a dollar bill that way, it takes neither courage nor a second's consideration to tune out a tiresome radio bill.

A program manager received a lot of complaints from his listeners and he can't understand why. His program was composed of the best talent available but somehow he was accused of "cluttering up the air." The trouble was that he didn't know how to present his stuff. One thing that a program manager must learn is audience reaction. A theatre manager can study this at first hand. A radio audience is not so easy to analyze.

TALK MUST BE PEPPED UP

It is a known fact that talk, regardless of by whom or how well done will not get over. The reason is that many tune in at the middle of a talking program and have missed the thread of the subject and so promptly tune out.

Again, cheap sets are not built so as to receive talk clearly, but if speech is essential, it should be sandwiched in between two irresistible musical numbers and kept bright and witty. The epigram is one thing that is indispensable to radio conversation.

Every program should be stunted, that is, something should be on it to intrigue an audience. Something should be done to induce them to stay tuned in, or to get them to write in.

Frank Gage, of KTM, recently remarked: "If you want to get a big fan mail, you've got to give something away." Well, why not? Most of the programs are sponsored and two or three times during its broadcast, announcements should be made that those sending in the three last words uttered for the sponsor, would receive a sample of the goods advertised.

This would hold the attention. If that is not practicable, a ticket to a miniature golf link or to a picture theatre or some other tie-up might be arranged by the sponsor.

PROGRAM THE THING, ALWAYS

However, a program is, like the play itself, the thing. No program should ever be started slowly. It should begin with a zip, a lilting fast song or number that is not too old but freshly popular, and keep building so that the last offering is the best or star feature. No program should start with a new selection, regardless of how good, unless it has already been made familiar.

Novelty should be on every bill in some form or other. Announcements should be kept bright and humorous, and not impertinent. The announcer can make or break a program depending upon his "It," the warmth and geniality of his voice and the propriety of his enunciation.

A dull program can be made entertaining when the announcer adds a bit of interest by his pleasant comments. The reading of short jokes from current magazines of humor at each announcement would add a touch of pep. Try it.

COMEDY PAIR SIGNED

Irving Bacon and Harry Bowen, character comedians, have been signed to play opposite Louise Fazenda in a "Fall to Arms" two-reel talking play, second of a series that Larry Arnheim is producing with Miss Fazenda as star.

JEROME, GRAY HERE
Jerome and Gray of KKO circuit are spending their annual vacation here. They will resume their route in September.

DOROTHY LIBBY ILL

Appendicitis kept Dorothy Libby, a member of Joe Daly's RKO "Discoveries," out of the bill at Oakland recently. She joined the act at Long Beach this week.

FINAL "CIM" PICKED

Four-year-old Douglas Scott is the third and final "Cim" to be cast in RKO Radio Pictures' "Cimarron," soon to go into production.

GLENN DOLBERG PROGRAM HEAD OF RADIO SHOW

Glenn R. Dolberg of KJH and known to professionals in the radio entertainment world far and wide, has been named program manager for the eighth annual National Radio Show to be held at the Ambassador Auditorium, September 1 to 6.

Dolberg was elected to the job by broadcasters of Los Angeles and vicinity who were given the privilege of choosing their own radio show program manager by the Radio Trades Association of Southern California. The show is expected to attract 175,000 radio fans, and millions will have the opportunity to listen in on programs broadcast from the show each afternoon and evening.

Due to the fact that radio entertainment is now on a much higher plane than ever before, and interest in the show has been built to a new high pitch, managers of the show are providing better facilities than ever for the cooperating artists.

Some talk is heard of a plan to construct a crystal reception room in the listening parlors of the station on arrival, may be greeted and welcomed by Dolberg in full view of the listening public.

Managers of the show are fully convinced that a large part of the "draw" to the radio show is due to the public desire to see the radio entertainers, and to give a personal hand to their favorites. Most of the acts of the show in the vicinity will lend their services, it generally is believed, for the show will be an auditorium so that artists in the crystal studio, all broadcastings will be done before a seated audience of fans.

The crystal studio is an as-survity, and is different from the crystal manager's office, which now is being discussed, but not confirmed.

Variety, of course, will be one of the essentials to the success of the show broadcast. Personalities will be on display as well as talent. Snappy dresses, good performers and comedy entertainers will unquestionably be in demand.

Dolberg plans to use all of the best talent available from each station and keep up a rapid fire of singers, orchestras, instrumental soloists and comedy dialogue to hold the crowd. Numbers will be short and snappy, since showmanship dictates that acts be changed at high speed.

The glass house idea will popularize the show broadcast and give some of the artists their first change to be seen as well as heard.

COMEDY LAUNCHED

Educational studios has launched the second Ideal comedy, which Stephen Roberts directed with Lee Moran and James Bradbury, Jr., in the featured roles. They are supported by Doris McMahon, Heights Graves and Thelma Parr. The story is by Roberts, Coogan and Moffat of the Educational scenario staff.

San Francisco Radio Notes

SAN FRANCISCO, Aug. 14.—Local radio stations are taking part in the beauty contest being conducted by the Radio World's Fair in cooperation with the National Association of Broadcasters. Winning girl will reign as queen at the radio exposition in the Madison Square Garden, New York.

So far there are but four entrants. They are Penny Veneta and Emily Hardy of KFO, and Dorothy Dukes Dimm and Annette Hastings of NBC. Monroe Upton of KFRG says he'd like to get in the contest but he never did look well in short skirts.

Hazel Warner, KFRG pop vocalist, will leave September 6 for South America where she will remain for three months on the leave of absence. During this vacation jaunt she will sing from several of the Latin stations, including the Sugar Loaf station of Rio de Janeiro.

Jean Campbell Crowe, program director of KPO, is vacationing.

John Moss and Gilbert Hyde of KFRG are on the up and up when it comes to being international singers. Hyde sings—and understands—Italian, Spanish, German, French, Gaelic, and gets along fairly well in the English tongue. Moss is right behind Hyde; he sings 'em all but Spanish. Their best programs are the "Siesta Hour" and the dinner concert for Chick and the Home, Sweet Home program for Moss.

The Glide Memorial Church, a new religious institution soon to open in San Francisco, is flirting with KFWI and, providing present negotiations go through, will have a minute or two of the time of its system. A wealthy widow, builder of the church, is behind the deal.

"Three Shades of Blue" painted by Helen Stone, Fred Howard and Frank Dubois, is a new Sunday musical feature added to KYA.

And speaking of KYA musical features, there's George Nickson, who, in addition to his other programs, is vocalizing along with the new organ solos added to KYA's programs. Nickson's tenor sounds mighty nice on the other waves.

Bob Bence, KPO announcer, has returned to the station after a sabbatical year.

NBC this week shifted Madonna Todd from publicity to the continuity department where she will operate a featured Underwood feature. NBC programs, Louise Landis, well-known newspaper woman, succeeds Miss Todd in publicity.

KJBS has one of the largest staff of announcers in the bay district, numbering 10 altogether. These include Ted Berlin, Shirley Dale, Harry Wickensham, Jack Felt, Charles Parker, Frank Cone, Hal McCracken, Freeman Lusk and Tom Gardner.

\$200,000 FIRE

A fire broke out last Monday in Fanchon and Marco's Boyle Heights studio department valued at \$200,000 worth of scenery and properties. It was partially covered by insurance.

BRITISH RADIO TAX OUTLINED

By RAY R. MORGAN

In the British Isles broadcasting is handled on a basis entirely different from that of American broadcasting. The owner of a radio receiving set is taxed some ten shillings a year, the tax being collected by the postoffice department.

One-third of this tax is retained by the British Government—one-third is supposed to go for talent and maintenance of broadcasting stations and one-third to the producer who wants to go on the air. America and "sold" the British Government on the idea.

At any rate, the revenue obtained by the broadcasting stations comes from owners of receiving sets—not from the advertisers—for the time being, at least—the stations being supported upon the revenue that comes from their own.

Here in America, the cost of radio programs must be paid for by the advertiser who sponsors them.

The American public gets the entire realm of radio entertainment by merely tuning in. The advertiser is required to pay for the advertising, and the advertiser is necessary to operate it, is paid for.

In return for this entertainment offered from hundreds of broadcasting stations, advertisers ask merely for the privilege of presenting their advertisements along with their own.

It seems to me that this is little enough to ask. If an advertiser can't generate enough to supply an hour or two of entertainment, he surely is not making a request that is out of the way, when he uses a minute or two of the time that he pays for, to tell his own advertising story.

Various methods have been tried, with the idea in mind of making the advertising in radio programs more attractive. The common method is to "tag" a song, tying it up with the name of the product—or, in some other manner, camouflaging the advertising intent of the program.

Every thinking person realizes that the cost of radio programs must be paid by the advertiser. Every thinking person will agree that the cost of radio programs is a little advertising—it gets a lot of entertainment.

WATANABE WITH KXN

Frank Watanabe, Japanese impersonator, has joined the staff of KXN. Watanabe is known in private life as Eddie Holden.

NEWS POLICY FOR PRESIDENT

The President Theatre, Los Angeles, will open this week under the new name of Newsworld Theatre, to be operated for Mike Rosenberg of Principal Theatres by the West Coast.

The house will be devoted exclusively to the showing of news reels and current events upon a continuous policy.

The President, originally the Morosco, has been the scene of many news reels. Its last lessee was Henry Duffy. The policy of the house under its new management will be shorts and newsreels.

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GENE

DAVE

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SEATTLE BIZ IN NOSEDIVE; FLEET LEFT

SEATTLE, Aug. 21.—Business this week in Seattle was a little depressing due to the hot weather that comes along about this time. The fleet has left that leaves the shows to fight it out for native trade. It's a plain case of every man for himself.

Fifth Avenue led the town with an intake of \$18,000 on the widely heralded Garbo opus, "Romance," with the "Seeing Public Idea" on the platform. This is a fair gross for this big house.

Paramount, with Jack Oakie doing his stuff in the "Sop From Syracuse," followed a close second to the tune of \$17,500, which is far from bad at this house. The revue also helps to keep them coming.

Orpheum took third honors when the metal box registered \$16,000. Good for this spot but very disappointing for the picture "Diana." Over exploitation is the reason for this nose-dive.

The Fox, with "Sins of the Children," did fairly good business and took in a figure like \$8,000. Owen Sweeten helps to keep a steady trade at this house.

Music Box with the last week of "Three Faces East," plastered the till with \$7,000, all right for a second week show at this house.

The Blue Mouse took in a measly \$5,000 on the Olsen-Johnson bit, "Oh, Sailor, Behave." Very bad for this house, especially on a picture of this kind.

The Met did not do so well with Lillian Gish's first talkie, "One Romantic Night," which showed an intake of \$4,900.

Dance palaces around this burg are suffering mostly as almost everybody is taking to entertainment that calls for no muscular effort. The Trianon and McElroys are the leaders.

SEATTLE JEWELER WINS COURT TRILT

SEATTLE, Aug. 21.—Russell White, musical comedy actress, lost her fight in a New York court to have her arrest last June 6 dismissed.

Miss White is charged by Louis Friedlander, Seattle jeweler, with holding a bracelet and necklace valued at \$3367 on which she paid, he alleges, only \$500 several years ago. After her arrest last year, she was released on \$300 bail. Friedlander also asked for \$800 for counsel fees and expenses.

NELSON WITH STERLING

SEATTLE, Aug. 21.—Russell Nelson, formerly with Henry Daffy interests in San Francisco, is associated with the Sterling Chain theatres and is assistant manager to Andy Gunnard at the Columbia.

HOWARD TO WED

SEATTLE, Aug. 21.—Rever Howard, popular in theatrical and musical circles, and formerly a member of the old Will King Company, will be a bride in an elaborately staged public wedding at the Trianon ballroom for this Friday's attraction. Billy Stewart of Tex Howard's Tigers will be the bridesman.

RELEASES BULL

Before signing for Paramount for a role in "Social Errors," Charley Grapewin completed arrangements with an eastern publishing firm for the release of his latest novel, "The Bronze Bull," which features appearances in pictures.

Window Shop Crowds to Be Given Music

SEATTLE, Aug. 21.—Seattle merchants have entered the spirit of "Greater Talkie Season."

Windows will be darkened until 7:30 p. m. and will be lit up simultaneously. As window shoppers do their stuff, they will be entertained by various city orchestras.

It is expected Max Dolin's orchestra from the Fifth Avenue, Paul Spor's band from the Paramount, and Owen Sweeten's boys from the Fox will be mounted on trucks to travel about the city during that hour to give the folks a taste of jazz as they window shop.

BREAK GROUND FOR CIVIC REP

SEATTLE, Aug. 21.—Ground was broken Monday for the first permanent home for Seattle's civic theatre.

At a cost of \$30,000, the new Seattle Repertory playhouse will be constructed at Forty-first street and University way in the college spot of town.

It will be ready for occupancy at the opening of the repertory group's third season in the middle of October.

Arthur E. Goodwin, Seattle capitalist, is president of the board of trustees of the Playhouse. It was organized in 1928 by Mr. and Mrs. Burton James, and is a civic theatre supported by subscription.

CHARLOTTE BUSY GAL

Charlotte Greenwood has started on her first Tuxedo comedy at Metropolitan sound studios for Educational-Christie. Tentatively titled "One Good Turn." It is an original story by Hale Hamilton.

LUPE RUSSIAN

Lupe Velez's next Universal assignment is that of the Russian girl in Tolstoy's "Resurrection," which Edwin Carewe will direct, and in which she is co-starred with John Boles.

Coast Publix Tie-Up Denied By Ed Smith

SEATTLE, Aug. 21.—Edward A. Smith, division manager of Paramount-Publix holdings on the Pacific Coast, arrived in Seattle this week on an inspection tour of the theatres of the Northwest. He is accompanied by Boris Moros, general musical director of the Paramount-Publix Corporation.

In answer to inquiries based on trade paper reports, Smith denied that Paramount-Publix Corporation has made any agreement with Fox West Coast Theatres or any other company for operation of Paramount-Publix theatres on the Pacific slope.

SPOR RETURNS TO TOLEDO THEATRE

SEATTLE, Aug. 21.—After a successful six month stay at the Paramount, Paul Spor, master of ceremonies, takes his baton back to a theatre that made him famous. His new location will be the Paramount in Toledo.

Starting next week, the band leader will be touring the south as a singer, who was light with the Vic Meyers aggregation. Milt Calkins, coming from the south to take over the reins of leadership, and from the looks of things in his introductory week tendered by Spor, he is scheduled to make a hit from the start.

HE ENJOYS IT!

SEATTLE, Aug. 21.—Frank Cosman, WJR and Midwest Broadcasting System announcer, has a little mystery story which he is revealing after keeping the episode a secret for three months. And Uncle Frank, as he is known to Northwest listeners, is not only enjoying the whole affair, but is profiting by it.

A few days after Uncle Frank took over the Midwest Reversers program in April he received a letter from Prince Rupert, B. C. The lady who signed herself as "Fauilette" offered Uncle Frank a course of French lessons by mail. For every request he offers the unknown lady he receives in return a free lesson.

Notes Along Fifth Avenue

Henry Damski strolling in the sunshine . . . without a hat . . . Seymour Kail holding a conference on a corner . . . with a blonde who prefers gentlemen . . . Dick Buckley dressed to kill . . . with a blonde . . . also in hand club's hater . . . Betty Shilton entertaining a friend . . . and bartering the press . . . Johnny Northern phoning big news . . . and getting reprimanded for his kidding over company wires . . . Tiny Burnett up in the boss' office . . . but not on the carpet . . . Jim Clemmer with his everlasting smile . . . Max Dolin's concert one of the season's best . . . Owen Sweeten catching the Fifth . . . getting the inside dope on symphony arrangement . . . Lou Golden and Dave Himelhoch talking it over on the pavements . . . outside the Coliseum . . . Patsy Britton looking for a couple of song pluggers . . . and naming a few pictures of great men . . . without a hitch . . . Max Freedman sunning himself . . . for more beauty . . . Paul Spor getting ready to leave for Toledo . . . Bon voyage, Paul . . . Henry Ross taking care of the box office . . . and arguing with the cashier . . . the cashier writes by a note . . . Andy Newkirk in Himelhoch's office . . . Gus Renstrom complaining of poisoning . . . and talking about it . . . Madge Baldwin in town and fully recuperated . . . which is good news . . . Emma Jane Epler in from Alaska . . . and telling about the poor fish . . . Starr Duell and Don Worley busy . . . if there is such a word . . . Bobby Armstrong eating at irregular hours . . . these p. a.'s must have their nourishment . . . George Main walking like he had fallen arches . . . he has learned to take the elevator . . . Vic Meyers cooling off at Bartlett's . . . no covout there.

Ron Carpenter still holding down the music counter at Sherman Clay's—Paddie Howett going up in an alley—Joe Rausch telling the boys where to get off—Roy Kin-

SEATTLE, WASH.

Roy Oxman
 REPRESENTATIVE
 630 Postoffice Bldg.
 Main 0799

IMPROVEMENT PROGRAM OF FAR WEST TOLD

SEATTLE, Aug. 21.—Immediate improvements are planned by the Farwest theatre, a new local corporation in the cinema field, for the eight neighborhood motion picture houses purchased in a \$350,000 deal.

L. O. Lukan, a veteran in the Seattle district for 15 years, who will be president and manager of the corporation, announced the company plans to spend \$80,000 immediately.

Theatres concerned in the transaction are: Cheerio, Queen Anne district; Madrona, Madrona Park; Mission, Georgetown; Woodland, Ballard; Arabian, Woodland Park avenue; Granada and Portola, West Seattle.

toul telling a clarinet—Johnny Barrett hitting blue one—Willie Max Frolic enjoying the extra three days holiday—a weekly occurrence—Harold Brown in and out—Loren Hollenbeck nailing high one—Eddie Jantzen telling Hicky all about it—Hal Underwood still buried—Leon Olson saying the daily prayer for the reopening of the Broadway—Dave Nason looking for a Swedish fresh-horn player—Ole Lund listening to a new band—Carter Lee blows in with side-burns—Billie Bilger taking the money—Al Gruetter struggling along Sixth Avenue—Buddy Jenkins in to visit his sister at the chief theme-song emporium—Where's Gerry Rogers and the whoa!—Don Ball looking out for the young hopefuls—Eddie Congdon up against it—Barrett, the trap-tray artist, says, "You don't need to lock your car now—nobody who hasn't got one is ever going anywhere so they never steal 'em any more!" and the non-union situation gets tougher than ever—Bill Oliver last towards Paylup—and she said, "I'll start headed to my own." She did it—a sucker's racket!

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WEEK AUGUST 21st

Late of "FOLLOW THROUGH" and "KING OF JAZZ"

Management of MRS. PAUL A. HOWARD

SENATOR LYON NAMES POINTS

Senator Charles W. Lyon is making an active bid for re-election to the state legislature, where he has sat with distinction for the past 16 years. His observation and experience prompts him to base his candidacy upon seven primary legislative needs which he is sponsoring in the State Senate.

- These points are:
1. Economy and reduction in taxes.
 2. Rearrangement of the state penal system to permit segregation of youths and first offenders from hardened criminals, education and rehabilitation of criminals by teaching them useful trades. He also would restrict distribution of the product of their labors to schools and public institutions, thus avoiding possible competition with free laborers and industries.
 3. Extension of the building program of University of California at Los Angeles.
 4. Increasing percentage of gas tax money for road construction in Los Angeles.
 5. Rewriting or amending the special street improvement acts to protect property owners against overlapping and excessive special assessments, and providing for contribution by the general funds for a portion of the cost of major traffic projects.
 6. Revision of the inequitable and antiquated tax system of California.
 7. Correction in rewriting of the constitution of the present unjust system of reapportionment.

THEATRE FOLK FOR CRAWFORD

Many members of the theatrical profession are actively working to secure the re-election of "Golden Rule" Judge Hugh J. Crawford to the Superior bench in the August primaries.

The jurist's long career as an attorney and his 16 years as municipal and Superior judge in Los Angeles county discloses a record that has won the admiration of a host of friends and loyal supporters in the acting fraternity. He won his nickname of "Golden Rule" from newspaper men, who observed his sympathetic handling of first offense cases by the friendless and unfortunate who faced him during his years in the criminal courts. Tempering justice with mercy is a virtue possessed by too few judges, and this understanding of Judge Crawford will not be lost to the county if his friends can prevent.

"YOUNG LOVE"

George Holland is rehearsing "Young Love," a drama with but four in the cast. It is scheduled to follow "Fata Morgana" into the Columbia Theatre in San Francisco, following into some house in L. A. not yet decided.

CASTING DAY SET

The Pacific Repertory Company is preparing to open at the Hollywood Music Box. They start casting October 15.

L. A. ART WEEK ARTISTS' PLAN

Plans have been under way for the seven months to launch an Annual Art Week in Los Angeles. The Artists' Council, headed by Blanche Ballagh, a member of the board of The Microphone Club of America and also chairman of the Art Clubs of America, Miss Ballagh has been a leader and organizer in art circles in this country for 10 years.

An Annual Civic Art Week is for the purpose of stimulating and cultivating all the art interests in Southern California, in preparation for the Olympiad to be held in Los Angeles in 1932.

U. DUSTS GOLF STICKS

Film stars, studio executives and technicians alike are preparing for the annual Universal Studio Golf Tournament to be held September 14 and 21 at the Gloriar Country Club. Curley Robinson is in charge of registrations for the competition.

WILL MARION TALLEY RETURN? QUESTION AGITATES OPERA FAN

Marion Talley is on again.

No telling how a prim will whim, it's a good bet she will and better she won't. Papers last few days have bleated she is going back to the operatic stage. Perhaps the wish is mothering thought.

Her retirement was not entirely due to a longing for the odor of growing Kansas corn. Marion wasn't there, forte enough, to make good on all that heavy billing and ballyhooing she received.

No kid of 17, regardless of phenomenal prospects of her voice, can stand up under the rigors and demands of first string grand opera. It was sheer merciless sacrifice to ask Marion to try to live up to a publicity man's dream . . . and a manager's greed.

Poor Marion's head was naturally turned with her opportunity

(?) and she was led like a calf to the slaughter of the big street. The public was bamboozled to expect too much from the child. The press panned and Marion wisely retired.

Five years have passed since then. She was probably about 20 when they advertised her as 17. Making all allowances, she no doubt has studied hard and worked hard building up her physical as well as her vocal powers.

In all likelihood she is now ready and the chances are that it will be a splendid prima donna who will face us this time, if and when they give her another chance at the Met.

Bert Wheeler has come out flatly for Henry Ford as a presidential nominee—says he must have the makings of another Lincoln.

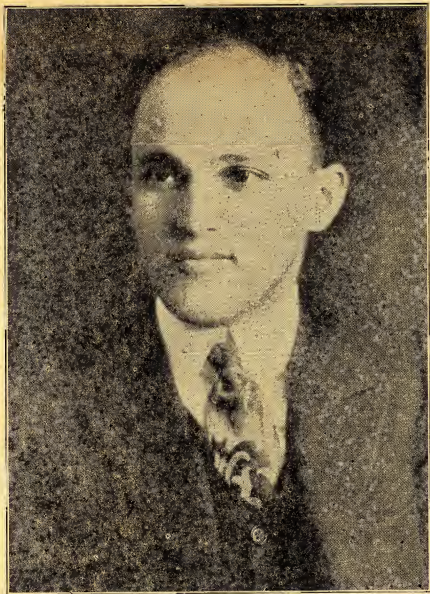
ELECT GEORGE BALTIMORE

JUSTICE of the PEACE

Beverly Hills Township

AT THE PRIMARIES

AUG. 26 th



GEORGE BALTIMORE, a well-known Los Angeles attorney, has been a resident of Los Angeles and Beverly Hills for more than nineteen years, a graduate of Los Angeles High School and the Law College of the University of Southern California.

Mr. Baltimore was formerly associated in the practice of law with Judge Waldo M. Yorke, Judge H. Parker Wood, Cornelius Pendleton and George Clark and is now associated with his brother, Irving S. Baltimore.

He has the support of numerous civic and business leaders, as well as a large majority of the attorneys residing in Beverly Hills Township, who urge his election upon the ground that he is eminently well qualified to fill the position he seeks by reason of ability, temperament and comprehensive experience as a practicing attorney.

RE-ELECT

SENATOR

CHAS.

W.

LYON

TO THE

STATE SENATE

ENDORSED BY

**The National Stage and Screen
Voters' League**



Facts' Echoes From Melody Land

Staccato Musings

By BILLY HAMER

Been hearing that a lot of the boys (and girls) around town feel quite neglected because they haven't been mentioned in this column. Naturally, this particular column is dedicated to the activities and where-abouts of those earning, or trying to earn, their "coffee and" via any branch of the music business. It is a physical impossibility for this writer to get every place, so if you feel overlooked, just drop me a line and I'll see that you're taken care of.

Went down to Long Beach the other day, and met a lot of old friends who immediately complained that they haven't seen an "Inside Facts" man for some time. Boys, I'm going to get down there regularly in the future. So save your money. Catch on?

One of the first I ran into was Harry Vernon, who is singing the F. and M. Ideas at the West Coast. Harry is getting over great, but then, where hasn't he?

Lloyd Steels, who has inhabited Long Beach long enough to be mayor, is house leader and band manager at the West Coast there.

Sylvia Greenberg dispenses the organ music at the above house.

Dorothy Harris, organist, is at the Long Beach Imperial, while Sybil Fulmer acts in the same capacity at the Egyptian.

Don and Iris Wilkins are due to return to the West Coast, Long Beach, some time in September.

Gordon MacPherson has a six-piece combination at the State, Long Beach RKO house.

Albert E. Kirat directs the orchestra at the Strand in that city.

Now I trust that the above notes will satisfy at least a few of the Long Beach music-

sicians, and I'll get the rest next time. So let's leave "Southern Iowa" or go elsewhere.

Roy Medafle officiates at the console at the Alexandria, Glendale.

George Broadbent, formerly at the Long Beach Imperial organ, has left these parts and is now at the Fox house in Tucson, Ariz.

Jack Archer held three jobs in five weeks without losing a day, going from Witmark to Harms and is now directing the exploitation of the Donaldson-Douglas and Gumble catalog in this vicinity. "Little White Lies," "Wah Wah Gals," "Under Vesuvius Skies" and "Love's Melody" are his plugs.

Jack Kay recently closed at the Lido Club, San Francisco, and left August 9 to m. c. at the Little Club, Shanghai, China. Kay is a brother-in-law of Jack Archer.

It is rumored that Murray Peck, penny song dispenser and m. c. at the Venice Ballroom, will soon have a tiny mouth added to his grocery bill.

M. Witmark & Sons have just published tunes for Al Johnson's "Big Boy." They are "Tomorrow Is Another Day," "Liza Lee," "Little Sunshine" and "Hooray for Baby and Me."

Harry Coe, local Feist manager, was suddenly called to Cleveland by his mother's illness. He will go from there to New York before returning to Los Angeles.

Price Dunlavy, organist, has returned from an eight-month engagement in Australia. He is now at Bard's Eighth Street.

Jackie Souders has organized a Kiddies' Birthday Club at the Boulevard Theatre. The idea is to present each youngster with a pass on his or her birthday, and each week give them candy, ice cream, etc. That stunt will undoubtedly build up the Saturday matinee.

Song Leaders

LOS ANGELES

It's one and two with Witmarks this week. "Kiss Waltz" moving to the deuce spot. Two dark horses, "Little White Lies" and "Bloom Is On the Sage," are short length behind. "Just a Little Closer" is living up to its name.

The rest of the leaders are bunched together, with several others enumerated below worthy of the last two spots.

The lineup is as follows:

1. "Dancing With Tears In My Eyes"—Witmarks.
2. "Kiss Waltz"—Witmarks.
3. "Little White Lies"—Donaldson.
4. "Bloom Is On the Sage"—Freeman.
5. "Singing a Song to the Stars"—Robbins.
6. "You Brought a New Kind of Love To Me"—Famous.
7. "Just a Little Closer"—Robbins.
8. "Swinging In a Hammock"—Berlin.
9. "Song Without a Name"—Feist.
10. "So Beats My Heart For You"—De Sylva, Brown and Henderson.

Close behind, neck and neck, are "Confessing," "River of Gold in Dreams," "Bye Bye Blues," and "When Love Come in the Moonlight."

SAN FRANCISCO

Witmarks' "Dancing With Tears In My Eyes" continued in first position for the present stanza while "Bye Bye Blues" grabbed off second spot and "My Future Just Passed" took third. Leaders are:

1. "Dancing With Tears In My Eyes"—Witmark.
2. "Bye Bye Blues"—Berlin.
3. "My Future Just Passed"—Famous.
4. "If I Had a Girl Like You"—Feist.
5. "Singing a Song to the Stars"—Robbins.
6. "Song Without a Name"—Feist.
7. "Swinging in a Hammock"—Berlin.
8. "Old New England Moon"—Berlin.
9. "New Kind of Love"—Famous.
10. "So Beats My Heart"—De Sylva, Brown & Henderson.

NORTHWEST

1. "Dancing With Tears In My Eyes"—Witmark.
2. "Bye Bye Blues"—Berlin.
3. "Swinging in a Hammock"—Berlin.
4. "Singing a Song to the Stars"—Robbins.
5. "Tonight"—Crosby.
6. "If I Had a Girl Like You"—Feist.
7. "If I Could be With You"—Remick.
8. "You Brought a New Kind of Love"—Famous.
9. "Anchors Aweigh"—Robbins.
10. "Nobody Cares If I'm Blue"—Witmark.

Over The Cleff

By WILL DAVIS

RON PHILLIPS, m. c. of the Million Dollar theatre, went to Long Beach as guest leader for a few days for the opening of the Lazarus and Vinnicoff shows at the Strand. A fine vaude bill and "The Storm" picture were the opening attractions. Owing to his popularity and snappy leadership, Ron and his orchestra shared honors with the other features of the show.

CLIFF WEBSTER, well known vaude orchestra director, has returned to the RKO theatre in Los Angeles. Cliff has been working for the past year in San Diego, a suburb of Tia Juana. He became weary of the easy life in the land of Lap Aloha and Manana, and is glad to be back in the U. S. A. again. When Cliff arrived he said: "Well, I'm a full member." He might have meant "ful" from Tia Juana, or a "full" membership in our great transfer local, 47.

PHIL FRIEDMAN, the popular Hillstreet tailor, has returned from a tour of the large eastern cities where he gained many new ideas for the past year in San Diego, a suburb of Tia Juana. He became weary of the easy life in the land of Lap Aloha and Manana, and is glad to be back in the U. S. A. again. When Cliff arrived he said: "Well, I'm a full member." He might have meant "ful" from Tia Juana, or a "full" membership in our great transfer local, 47.

BILLY SMALL, former violinist at Los Angeles RKO, spent too much time trying to work out a daylight saving schedule, so he is now planning a vacation at Frank Porter's houseboat on the tidelands of Tacoma.

RUBE WOLF'S returning may mean a grand shuffle, a fresh cut, and a new deal in the orchestra at the Locew's. Previous agreements between the theatre managers' association and the Musicians' Union are now about to expire. Negotiations for adjustment and arrangement of future conditions are being promoted.

Judging from the opinions received from many prominent musical directors and musicians steadily employed, as well as others, it does not seem necessary or advisable to discontinue the present conditions. It is apparent that sound and talkie pictures cannot endure without the aid of some human element, which can be furnished by the introduction of stage performance with orchestra.

GUS ARNHHEIM and his wonderful dance band are surely stimulating business in the Coconut Grove, Ambassador Hotel. With 19 men Gus is providing class entertainment that causes the dancers a tingle in their spines. The Coconut Grove is being entirely rebuilt, four foot square perch but has a Workmen of all kinds and numerical stage with shell.

WILL PRIOR ORCHESTRA CONDUCTOR
NEW STATE THEATRE SYDNEY, AUSTRALIA
RETURNING TO THE U. S. A. IN OCTOBER

PLAYING TO THE LARGEST PAID-ATTENDANCE IN LOS ANGELES

OWEN FALLON

AND HIS
CALIFORNIANS
NOW IN
THIRD YEAR
AT

WILSON'S BALLROOM
(Formerly Cinderella Roof)
Los Angeles

BEN BERNIE

AND HIS BRUNSWICK RECORDING ORCHESTRA

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ROOSEVELT HOTEL, HOLLYWOOD

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"SINGING A SONG TO THE STARS"

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SENDS HIS BEST REGARDS TO HIS MANY FRIENDS

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WILL HIGGIE

AND HIS BEVY OF BEAUTIES
INTRODUCING NEW IDEAS
EN TOUR RKO CIRCUIT

This Week ORPHEUM Oakland Next Week R. K. O. Los Angeles
Dir. WEBER-SIMON AGENCY

MORSE PREEMAN BRANCHING OUT

Morse Preeman, local music jobber, who recently branched out as a publisher, has his "Bloom Is on the Sage" crowding out the leaders. "When You Think a Whole Lot About Someone," a waltz; "Mellow Mountain Moon," a fox trot ballad, are coming right along, with the remainder of his

BARBARA WEEKS SET

Barbara Weeks has been added to the cast of "Barber John's Boy," forthcoming W. B. comedy-drama adapted from Ben Ames Williams' story. Phillip Holmes and Grant Mitchell head the cast.

catalog, which includes the agency for "The Utah Trail" and other Bob and Monty numbers.

CONDITIONS PUT 35,000 IDLING IN SOUTHLAND

(Continued from Page 1)

foreign type actors formerly available, about two or three, who are linguists, remain, and these are paid \$25 a day, and are used mostly to police the mike, so as to prevent the nationals from slipping over anything on the director.

While there are one or two

companies using large mobs as for a prize fight scene which would bring up the placements for a day, the amount of work received by the various enrolled extras is very small.

The number of Equity members seeking employment runs well up into the thousands, which includes both stage and screen players of larger parts.

With Warner Bros., First National and possibly other studios

announcing a shut down, no relief for the situation is in sight other than the contemplated legit openings, which are few.

SNELL TO DO "APE"

Earl Snell, noted writer and world traveler, has been chosen by Liberty Productions to adapt and complete the continuity and dialogue for "The Ape." Harry Langdon is to be featured in the well known "thriller."

JESSE STAFFORD

And His San Francisco
PALACE HOTEL ORCHESTRA
Featuring His and Gene Rose's Song Hit, "Tonight"

PETER PAUL LYONS

CONCERT ORCHESTRA CONDUCTOR
LOEW'S WARFIELD SAN FRANCISCO

JACK SPRIGG

MUSICAL DIRECTOR
R-K-O ORPHEUM SAN FRANCISCO

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NOW PLAYING
Indefinite
PARIS INN CAFE
Friday August 1

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MUSICAL CONDUCTOR and PRESENTATION DIRECTOR
CIVIC THEATRE
Auckland, New Zealand
Pit Orchestra of 30 Stage Band of 20

GUS GAGEL

AND HIS TROUBADOURS
Cinderella Ballroom Long Beach, Calif.
Featuring a Versatile and Novelty Aggregation

EMIL STURMER

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Paramount Theatre
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THE BRIGHT SPOT OF SAN FRANCISCO . . .

The SILVER SLIPPER CAFE

Proudly Presents
A SUPERIOR FLOOR SHOW THAT INCLUDES

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Thirty-eight Consecutive Weeks
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ANN & ELINOR

"TWENTY TWINKLING TOES"
In a Successful Return Engagement
as Featured Dancers

COTTON BOND

"THE VIRGINIA HAM"

The Kind the Silver
Slipper Features

Playing and Singing
Low Down Southern Blues

Vaudeville and Presentations

MILLION DOLLAR LOS ANGELES

(Reviewed August 16)
Bill opened with the Alvarado Three, two men and a girl. Act consists of acrobatics, balancing and tumbling. Good opening act. A somersault from a teter board by the fem was outstanding, and the audience approval in hefty fashion.

Next on was Davey Jamison, working in one. Rather slow starting, for his talk means little, but his dancing satisfied the customers, especially the George Primrose, soft shoe number, which brought excellent returns.

In troy spot was Mason and Scott. The latter opened the act at the piano, singing a comedy tune dealing with nursery rhymes. Got over. Miss Mason had the patrons guessing plenty, with her wig changing. They couldn't decide whether she was a female impersonator or the real thing, but he was changing. They couldn't decide whether she was a female impersonator or the real thing, but he was changing. They couldn't decide whether she was a female impersonator or the real thing, but he was changing.

Closing spot brought out the "Raymond Starters," a group of talented and clever kiddies. All girls. Their songs, dances and bits of comedy in a professional manner, but that had the schoolers applauding constantly. Act was beautifully dressed and staged. Licketygator is an act, and since they are about to name the show, space will not permit detail. Collectively and individually, they're good.

Entire bill was well balanced and completely satisfied the customers. Picture was Lupe Valer in "The Storm."

HAMER.

R-K-O THEATRE

LOS ANGELES

(Reviewed August 14)
Days Russo and the RKOFians opened the bill with "Bye Bye Blues."

Bob Murphy on one, introducing himself as a "messenger of ceremonies," and into a great line of talk, which got the patrons "Murphyed." Ended by introducing Bob Rips, boy juggler, whose tricks were principally balancing balls on candlesticks. Good returns.

In duette spot were Kerr and Egan. Kerr opened the act with "Women." Fem enters and into a line of comedy chatter that got over. Closed with a high kicking number by girl and Kerr playing the violin. The audience called for more, and Kere was assisted by Murphy for a line of gags.

Next on was Bob Murphy, assisted by a pianist of no small ability. Opened with "Wedding Bells are Breaking up That Old Gang of Mine." Then brought a number on for some talk and a number. Murphy next asked the audience for requests, doing as many as he knew. One, "Dancing With Tears in My Eyes," was vocalized by the pianist for a nice hand. Murphy then assembled the orchestra in a clever and original chorus. Act is a great apoplexy-getter, though some of the jokes are a bit mossy grown.

Closing show was filled with Joe Daly and the RKO Discoveries. Duet played, is interrupted by Little Ann Little, a cute little miss reminiscent of Helen Kane. Both do a talking number, followed by a speech from Betty in regard to the "Discoveries."

Introduces Skeets Gennaro, known as "Linger," who is interrupted by a limber in body also. Does a contortion dance to excellent results. Next on, Little Ann Little singing, and Dick Lally at the piano. Did "Sing You Simmers" for satisfactory results.

Dorothy Parker, the Helen Morgan girl, did "What Wouldn't I Do for That Man" from the picture "Applause." A little more expression of we around the mouth and you wouldn't know if you were listening to the star or double.

The other star double on the bill, Little Ann Little, did "Aintcha," using Kasso as a foil. Into a act while wise-cracking at Russo. Lots of possibilities to this youngster, and the audience likes her.

An adagio trio, Honey Bee, Harry Finberg and Joe Blais, got a groovy, but bettered considerably by lighting effects and heavy music. Although the girl appears to be a professional, and the boys are husky enough to handle her. Fem is attired in bathing suit, which is, at least, unusual.

Eddie Quillan in "Night Work" on screen.

HAMER.

STATE THEATRE

LONG BEACH, RKO

(Reviewed August 16)
The first act to be staged this week was Lane, Osborne and Chick. They opened a nice hand for their dance efforts—but not so for their singing. A harp solo, "Gypsy Man's Song" and a harp duet, offering a cyclopedic arrangement of "Some of These Days," featured the act. The couple came here and displayed a little team work in their wooden soldier dance.

Ray Rogers took the stage next and got plenty of laughs with his imitation of a drunk. He staggered and swayed around the stage and over the orchestra pit and ended up with some comical tumbling that clicked.

A stage play featuring Vivia Dana had in support a lawyer and a stenographer. There was not much plot to the play, however there was enough to make the offering slightly humorous. It was every part of their act. Geraldine.

Honors for the evening went to the last act—Geraldine and Joe. These youngsters scored in every part of their act. Geraldine by singing while Joe strutted as an acrobat; both received a nice hand. They ended with an Apache dance that was well done.

OKAY.

HIPPODROME

LOS ANGELES

(Reviewed August 13)
Did Revynd took the girls, two boys full stage. Opened show with four dancing Spanish dance. Little girl and two boys did a dance. Boy and girl then put over good Apache dance. There were many specialties to follow, with all on at the finish.

Ted and Buddy King, two men in a duette spot, offered couple of harmony songs. This was followed by one playing "Stars and Stripes" on a ukule. Then double comedy song for finish.

Earl and Frank were next, two men offering a good line of comedy. In duette spot, each having about the same amount of comedy to offer. This looks like a new act and, with a little more work, will be good.

Janet Malbon came next, offering three songs. Her first was "Violette Aria," second was "Es-tral-lito," third was "Painted On My Spanish Shawl." Nice voice and costumes. Went nice.

Coffman and Carroll, next to closing. Black and Tan offered a very good line of comedy talk, with Coffman getting many laughs with his funny giggle. Lady then put over a good song, which showed her voice to good effect.

More comedy talk and Coffman danced while Carroll sang for finish. Good act.

The Little Deers. Three men with special in full. Closed show. Two dressed as babies and other as a baby, put over a good routine of comedy acrobatic stunts. Good closing act.

Picture was Jack Oakie in "Hit the Deck."

BOB.

ORPHEUM

SEATTLE

(Reviewed August 15)
The first act on the bill with difficult feats of contortion and do them so very easily that they may be watched while they are being done. A very liberal injection of humor is another factor which favors their presentation.

Chick Burke and Eleanor Durkin opened their skit with fast lines and led the audience panting along. Laughing. Mrs. Durkin has a pleasing personality and makes a good foil for Burke. Burke's impersonation of Chevalier singing "Goodbye, Using It Now" got over to a nice hand.

The headliner, Milton Berle and his girls, offered an intimate revue for everybody. Berle has the packed house. Berle has some good looking, good acting, and good personality. Some of the jokes who make things lively from the minute they come on the spot until the close of the bill. Berle is a clever M. C. The fans ate up his stuff and begged for more. Among the fair characters was Dorothy Lull who offered some unusually difficult acrobatic material.

Tim Burnett and his band boys have a popular routine in the selections from Victor Herbert's "Mile, Modiste," with special acrobatic acting of baby to Emili Birmaham's song, "Kiss Me Again." Myrtle Strong offered a finely selected group of popular hits and got over to a big hand. Her charming organist becomes more and more favored with the folks each week.

Talkie was "The Little Accident."

LOEW'S STATE

LOS ANGELES

(Reviewed August 15)
Francis and Miro's 1930 version of "Gobs of Joy," which was last year's prize winner, playing almost like 80 waxes.

Featured was Pat West, who had the audience on their ears with his comedy before the end of the performance.

As the name of the Idea would imply, it is a ship scene and opens with the line of six boys and six girls, in British naval attire, doing specialties. Line includes the Doyle Quadruplets and they're easy on the optics.

Kat, as m. c., introduces Dudley Frazer, tiny and stocky, but cute. Sings "Aintcha," using Pat as the foil. Encored for some comedy talk with Pat.

Line comes on in French middle

garb for a good tap routine on small stools. The feature of the number was Scotty, who was called "em up with his taps. Called back for an imitation file and drum roll which got over great.

Next on is an unbilled and tall fem who came in for good reception with her gags and high dancing. Aided by Dolly and Pat. Then a man and girl, also unbilled, for a drunk bit with the band is among the best in this series of tumbling for excellent results.

Wanda Allen, blond and pretty, gave an acrobatic toe dance to the tune of "You Brought a New Kind of Love to Me." Nice hand, the toe-sick bit was especially well received.

Dolly Kramer on again. This time for a tap number that got over.

Next Pat West did "Patting Patricia on Her Patio," which might be rewritten so that he does not give away his punch early in the song. However, he saves it by going into a tap chorus that completely satisfied the customers.

The Three Jolly Traps came on for an exhibition of acrobatic, dancing, and slap-stick comedy that stopped the show. Begged off with a clever speech.

J. & M. dug deep into their war archives for this Idea but it got a good hand from the customers, especially when they sprung the Stars and Stripes. The line opens the finale with a tap routine to "I Got That Rusty Instrument of 'Stars and Stripes Forever.'"

Then a signal flag drill, followed with the back drop raising to reveal a sea set with battleships moving, guns firing, etc. Two turret guns are shifted out over the audience and fired, much to the discomfort of those seated directly beneath. The "Peace" gag is 12 years too old for a tableau.

Picture was "Common Law."

HAMER.

FOX BOULEVARD

LOS ANGELES

(Reviewed August 16)
Jackie Souders, m. c., announced a band number, "Toymaker's Dream." The band boys wore paper hats and played toy instruments. It was a distinct novelty and got over great.

Yvette, fem blues singer, was introduced. Did two numbers, "Nobody Cares if I'm Blue" and "Cheer Up." Did tap chorus to the latter. Nice hand.

Next, the Duponts, man comic and girl straight. Mme. is attired in loose fitting clothes and opens with a comedy dance that got plenty of elongated giggles. Then into a line of baby and much in burlesque. The tambourine number in tempo was especially effective. Good returns.

Sononi and Co.'s "Dance of

the Living Buddha" proved an innovation to this type of stage show. Got over. Act consists of male and fem.

The band closed the bill with a nice arrangement of "Just a Little Closer," with Jackie including a well-refined trombone chorus of "Cuddle up a Little Closer." The band numbers here are in most cases getting more applause than the acts, which is no reflection whatever on the latter, for the band is among the best in these parts, and Jackie Souders is an ace band leader.

Screen fare was "Women Everywhere."

HAMER.

PARAMOUNT

SAN FRANCISCO

(Reviewed August 13)
Paramount's "Grumpy" may be a well done flicker but it failed to draw 'em in as a consequence this first night frolic was greeted not with the well known title of Harry Gouffain's stage show was "Neath the Palms" and the customers were not in the best of the setting. Acts that might ordinarily have taken an encore walked off dropped the egg, and walked off.

Setting was an informal beach club with the band on stage. While the girls went through a routine with beach balls, Eddie Magill megaphoned "With My

A medley of tunes by the band featured Ken Whitmer, m. c., in a song solo, "My Heart Still Stills." Ken Whitmer played a number of specialties and salesmanship that were the real McCoy. Whitmer has presented a varied list of instrumental items each week and the customers like it.

Brandon's "The young fellows with their elderly dad, followed with okay acrobatic work by the then Whitmer, brought on Irene Taylor, a looker and warbler of merit. Offered a special number and was then interrupted by Dave Franklin who came on with a diminutive piano and accompanied Miss Taylor while she sang "I Got That Rusty Instrument of 'Stars and Stripes Forever.'"

Franklin offered one of his comedy numbers and closed with a laugh impersonation of Ted Lewis in "I Got That Rusty Instrument of 'Stars and Stripes Forever.'"

Girls were back for a number that had changes of music and props throughout. Then the Reader Sisters on the line, did a fifty tap number. Ulla and Clark, mixed duo, followed with fair chatter and yodeling. Got capped honors of this turn, her mugging being 75 per cent of the act.

A style episode was next. While

(Continued on Page 15)

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